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1994

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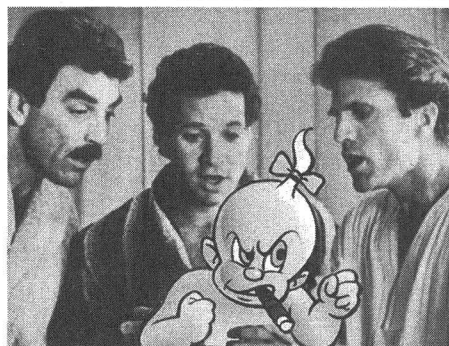
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MOVIE CLASSICS



MAD SUPER SPECIAL 99 EARLY FALL 1994



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FRONT COVER ARTIST: JAMES WARHOLA

WILLIAM M. GAINES founder

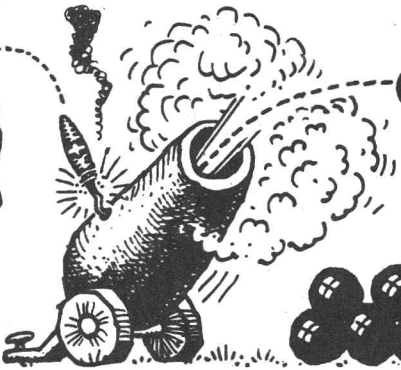
NICK MEGLIN and JOHN FICARRA editors LEONARD BRENNER art director TOM NOZKOWSKI production director
CHARLIE KADAU and JOE RAIOLA associate editors DICK DE BARTOLO creative consultant
ANDREW J. SCHWARTZBERG assistant editor MARLA WEISENBORN production assistant AMY L. VOZEOLAS editorial assistant
CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

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THE CONTRAPTIONS ARE COMING MORE FREQUENTLY DEPT.

"Rube Goldbergs," as any decent dictionary will tell you, are outrageously complicated devices that perform simple everyday tasks. They were named for the brilliant cartoonist

ARTIST: AL JAFFEE



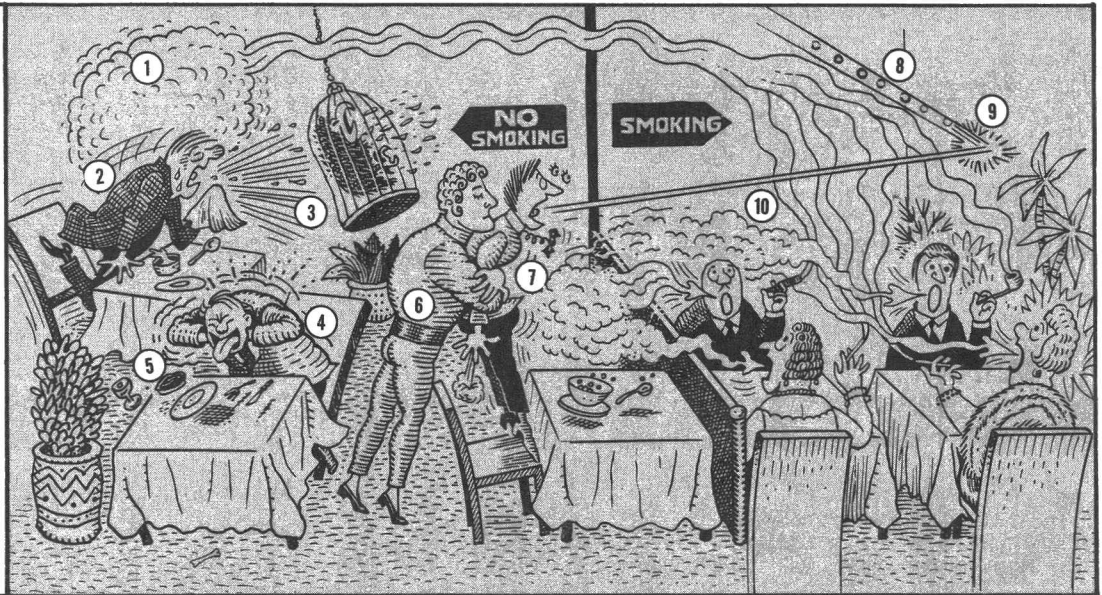
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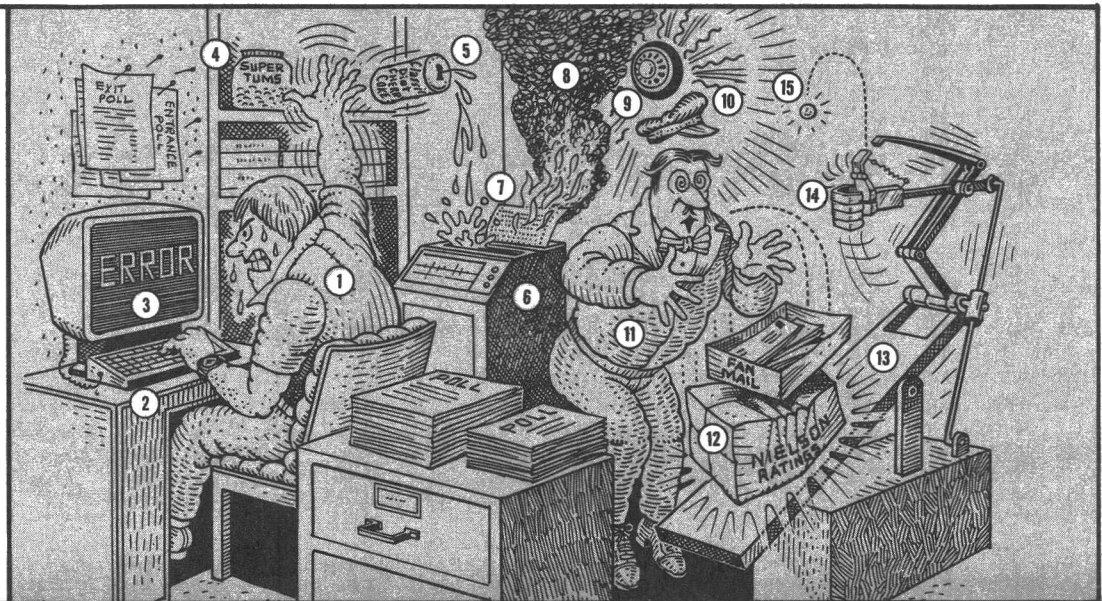
THE AMAZING NO-SMOKING SECTION RESTORER

Smoke (1) causes non-smoker (2) to sneeze explosively, rustling tail feathers of parrot (3) formerly owned by Jessica Hahn, causing it to squawk "Another rash! Another rash!", which hard-of-hearing wall street broker (4) mistakes for "Another Crash!". Overcome with panic at the thought of having to find a real job, broker chokes on his filet mignon (5). Passing waiter/exercise video actor (6) mistakenly applies Heimlich Maneuver to man eating garbanzo beans (7). The beans (8) ricochet against a wall (9), sounding like machine gun fire. Diners in smoking section (10), thinking it is another Mob killing, gasp in terror, sucking smoke back to where it belongs.



THE NETWORK NEWS PROJECTED ELECTION WINNER PICKER

Network news producer (1) feeds early "Exit Poll" data into computer (2), which, in a matter of seconds, displays "ERROR" on monitor screen (3). Producer's ulcer acts up, causing him to reach for Tums (4) and carelessly spill can of Classic Diet Cherry Coke (5) onto Telex (6), shorting it out. Sparks from Telex set paper (7) on fire, sending smoke (8) towards smoke detector (9). Piercing beep (10) startles anchorman's chauffeur (11), who drops Overnight Nielsen Ratings (12) onto see-saw platform (13), releasing spring-loaded mechanical thumb (14), flipping coin (15) and selecting winner, thereby saving 100 million Americans the hassle of having to go out and vote.



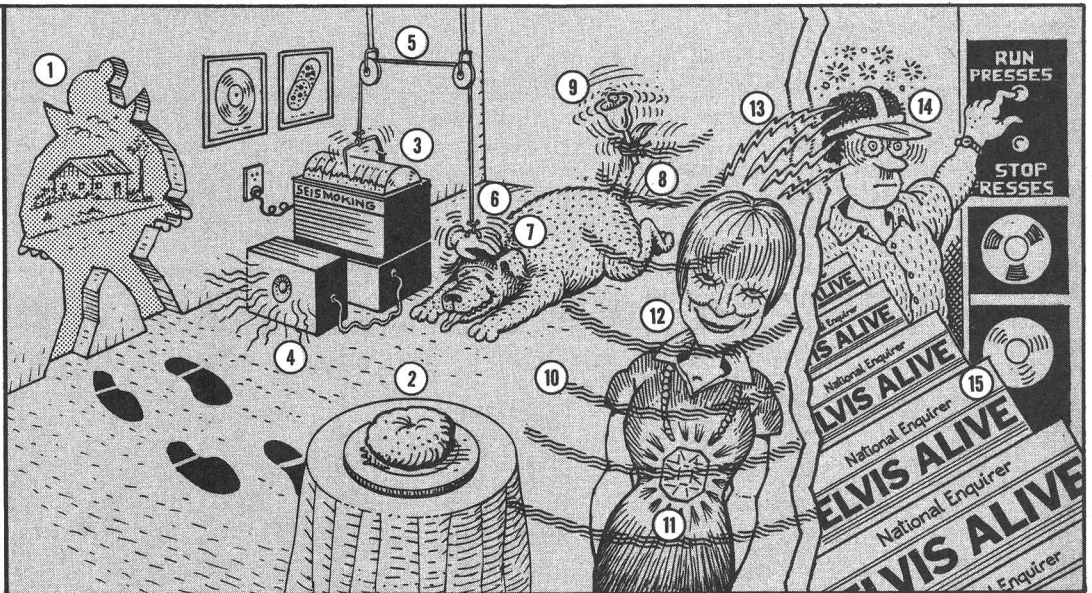
who created them. No, not Charlie Schulz, you yahoo! Rube Goldberg! G-O-L-D-B-E-R-G!
So, with a tip of the MAD dunce cap, we blatantly swipe and update this great idea with ...

MODERN TIONS

WRITER: MIKE SNIDER

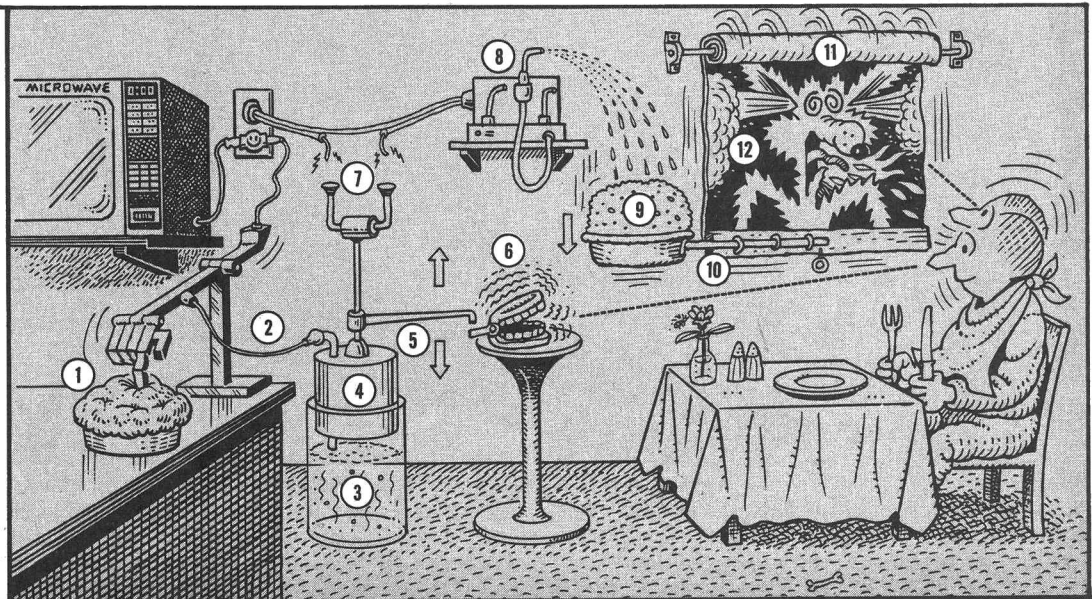
THE HANDY-DANDY ELVIS DETECTOR

Subject enters through Elvis-sized hole (1) and makes a beeline for jelly donut (2), setting off seismograph (3). Photo-electric beam (4) "counts" number of legs to prevent false alarm by crowds of people weighing the same as Elvis. Wildly swinging seismograph needle activates pulley (5) causing plastic hand (6) to pat dog (7) on head. Dog responds by wagging tail (8). Bell (9) attached to tail starts ringing loudly, sending out powerful sound waves (10) which vibrate occult crystal pendant (11) on psychic actress Shirley MacLaine (12). This causes her to transmit telepathic message (13) to National Enquirer editor (14), who hypnotically prints headline "ELVIS ALIVE" (15).



THE MICROWAVE DINNER TEMPERATURE TESTER

Temperature of just-cooked food (1) is conducted through sensor probe (2) and into beaker of water (3). STILL-FROZEN food cools water, reducing air pressure in beaker, which draws down piston (4) causing copper blade (5) to flip switch of novelty-chattering teeth "COLD" indicator (6). SCALDING-HOT food heats water, increasing air pressure and driving piston up. Copper blade completes electrical circuit (7) to Water Pik (8), which saturates sponge (9) attached to metal rod (10). Weight of sponge and rod unrolls movie screen (11) upon which is projected Wile E. Coyote "HOT" indicator (12) from a classic Warner Brothers Roadrunner cartoon.

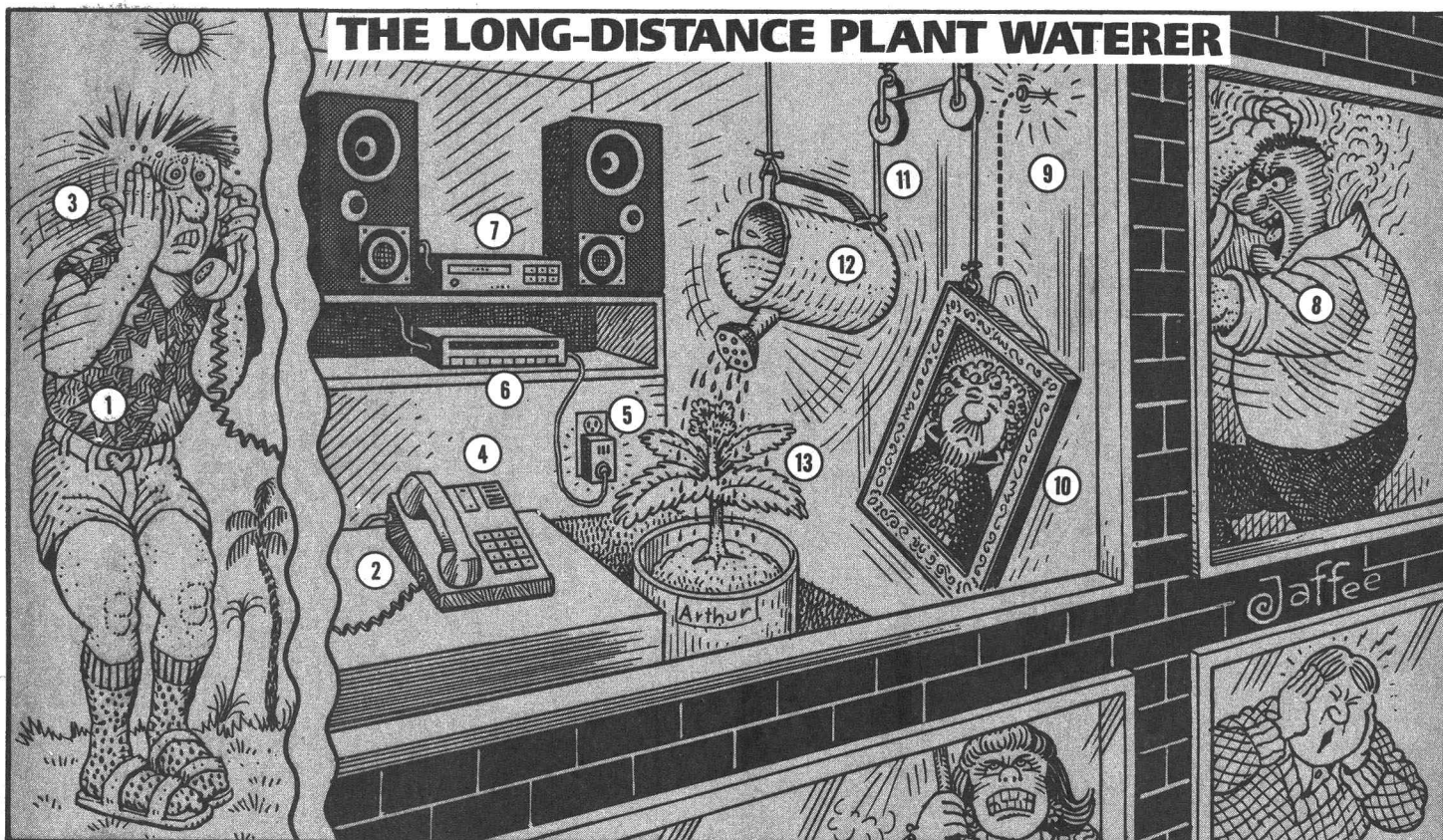


THE MIRACLE RAP-MUSIC ERADICATOR



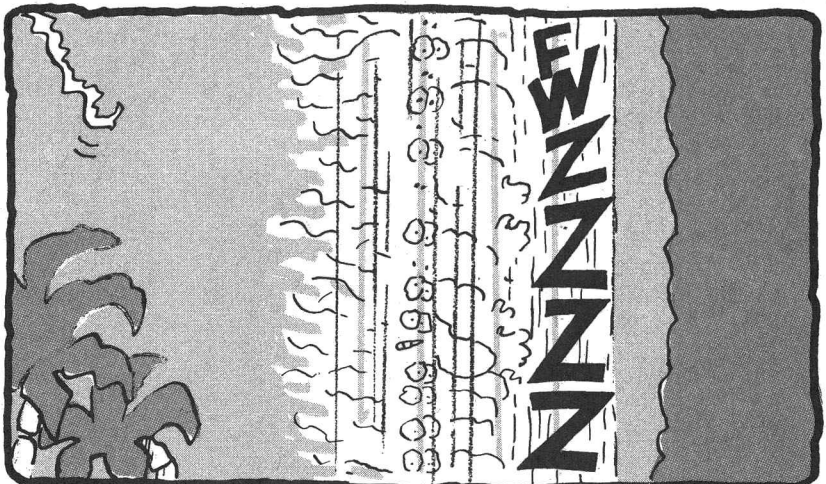
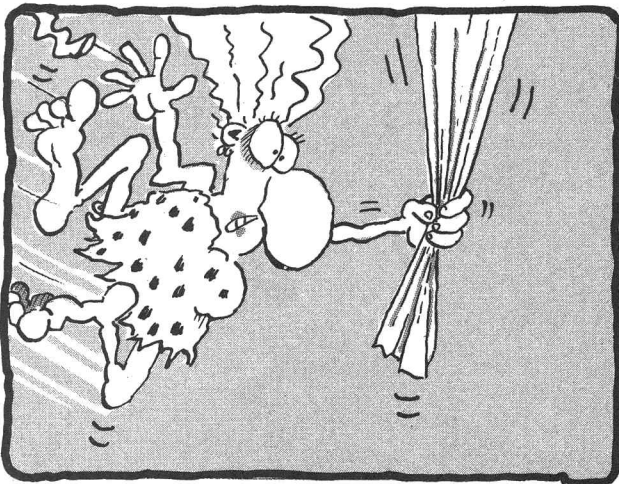
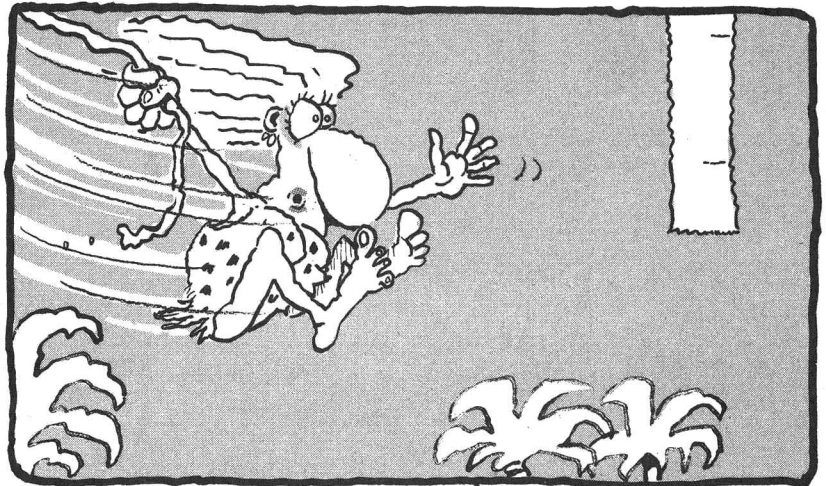
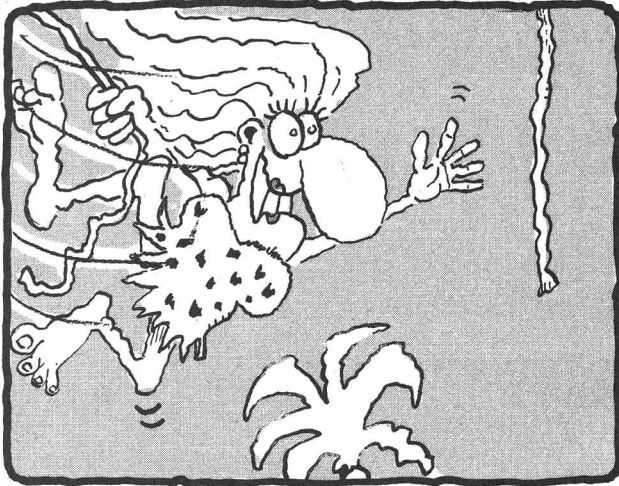
At first sign of loud rap music, switch on TV (1) to random cable channel, which naturally is showing a "Zamfir" commercial (2). Annoying high-pitched sound of pan flute (3) rouses Pit Bull dog (4), who bites nearby man (5), attracting a crowd of local TV news reporters (6). Their blinding smiles disorient passing driver (7), who slams on the brakes of his Audi 5000 (8), causing it to accelerate and hit miniskirted secretary (9), attracting a crowd of personal injury lawyers (10) and (for entirely different reasons) a crowd of TV evangelists (11). Body heat from all the reporters, lawyers and tele-preachers raises air temperature $1\frac{1}{2}$ degrees (12) triggering a protest demonstration (13) about the Greenhouse Effect, which completely drowns out radio (14).

THE LONG-DISTANCE PLANT WATERER

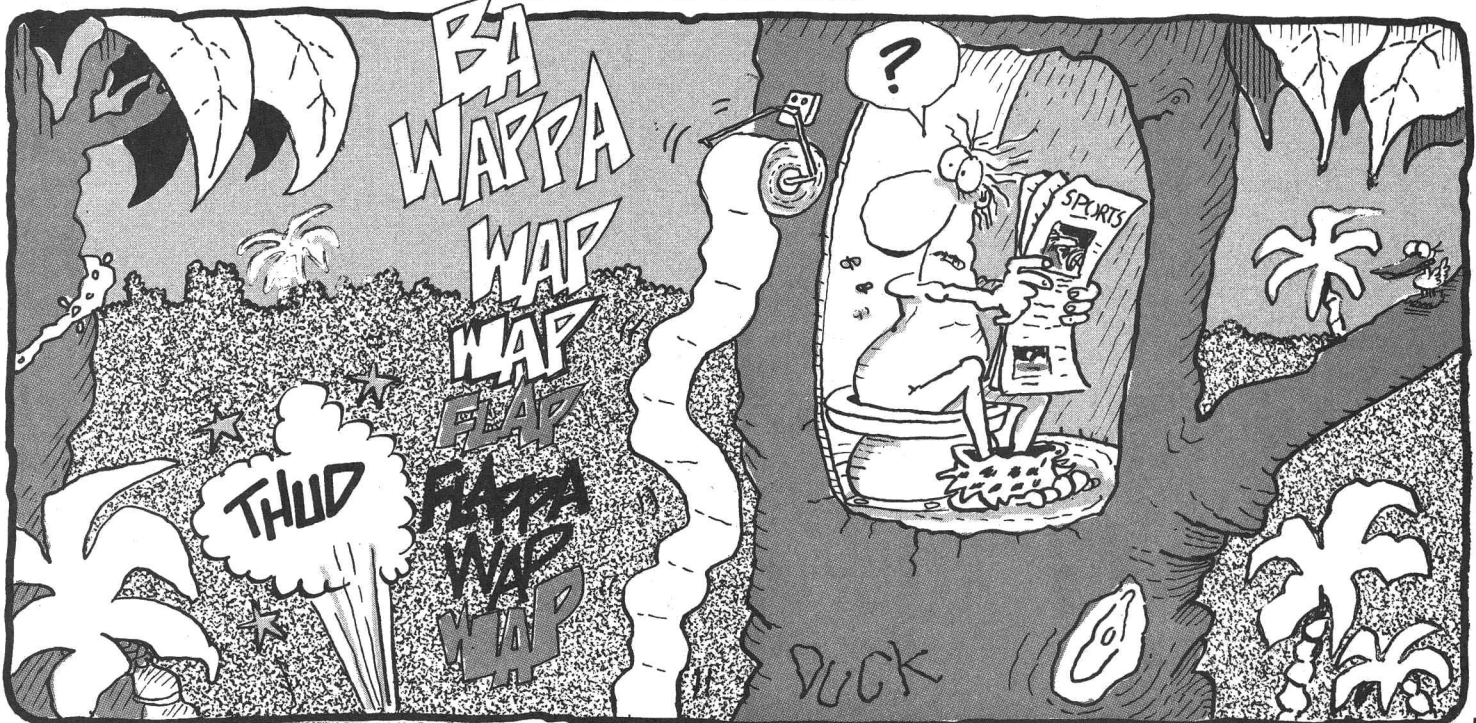


Plant-lover on vacation (1) calls his home phone (2). Upon hearing his own stupid answering machine message (3), he winces and slaps himself. Sound of slap is transmitted through answering machine speaker (4) to The Clapper™ switching device (5), causing it to turn on stereo amplifier pre-set to maximum volume (6) and CD player pre-loaded with the greatest hits of Metallica (7). Within microseconds of music starting, neighbor (8) begins angrily pounding wall (9), knocking picture (10) off its nail and pulling wire (11) attached to watering can (12), tipping it and watering plant (13).

THE JARRING JUNGLE JOYRIDE



ARTIST AND WRITER: DUCK EDWING



While today's literary market has been flooded with "How-To" books, we at MAD find that there's a shortage of books that explain "How-Not-To" do things. We

THE MAD "D"

CHAPTER I: WHAT NOT

ARTIST: PAUL COKER

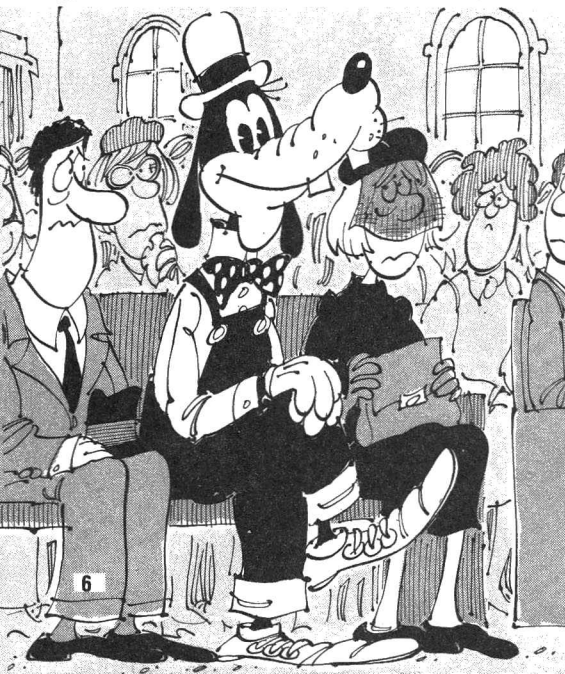
At the wake, **DON'T** use the dearly departed's forehead as a resting place for your drink.



DON'T try to cheer up the wife of the deceased by showing her snapshots of her husband having a great time on a recent business trip.



If you're employed at "Disneyland," **DON'T** go to the funeral service direct from work.



DON'T wear your "Walkman" if you're one of the pallbearers.



DON'T use stilts in order to get a better view of the burial ceremony.



think there's just as much value in knowing what *not* to do as there is in knowing what *to* do. And so, with this in mind, the Editors of MAD proudly present:

ON'T" BOOK

TO DO AT A FUNERAL

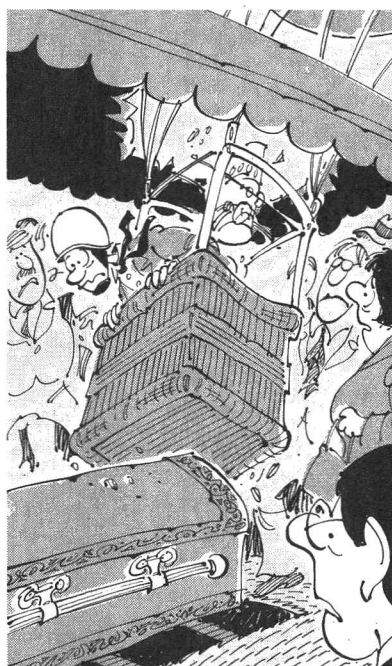


WRITERS: JOE RAIOLA AND CHARLIE KADAU

When you send your condolences to the grieving family, **DON'T** use the "Belly-Gram" message service.



DON'T arrive at the cemetery services in a hot air balloon.



DON'T play with your frisbee during the cemetery services.



DON'T slip the organist \$5.00 and tell him that the deceased's favorite song was "Girls Just Want To Have Fun."



At the reception following the funeral, **DON'T** entertain the guests with a hand puppet of the deceased.



LOOK FOR CHAPTER II OF "THE MAD 'DON'T' BOOK"
IN AN UPCOMING ISSUE OF THIS IDIOTIC MAGAZINE

Legend has it that college athletes once were clean-living, law-abiding types idolized as role models. But with all the recent scandals, it seems a new breed of jock is emerging—one who's more a role model for aspiring criminals! Which leads us to this rhyming saga of



TEN COLLEGE ATHLETES

ARTIST: JACK DAVIS

WRITER: FRANK JACOBS

*Ten college athletes,
The best the school could sign;
One punched out a campus cop—
Slam! Bam! We're down to nine.*



*Nine freshmen athletes,
Beefed up and looking great;
One OD'd on steroid shots—
He's stiff, which leaves us eight.*



*Eight freshmen athletes,
With juiced-up Porsches revvin';
One was driving stolen wheels—
Beep-beep—we're down to seven.*



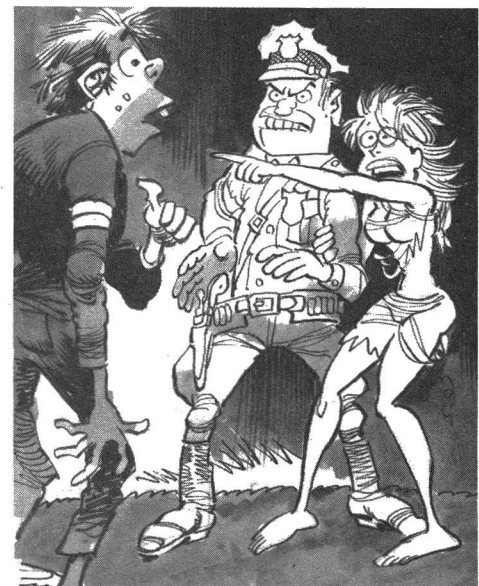
*Four junior athletes,
Unleashed and running free;
One shot up a bar and grill—
Boom! Boom! We're down to three.*



*Three senior athletes,
In class, without a clue;
One flunked out and stabbed his prof—
Point made—which leaves us two.*



*Two senior athletes,
Their school-days nearly done;
One got nailed for coed rape—
School's out—we're down to one.*

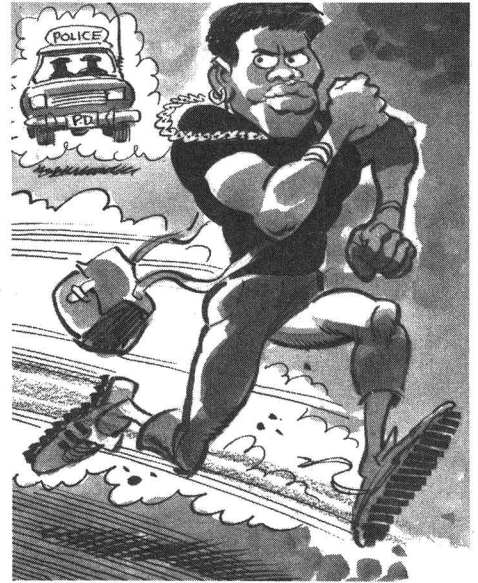




*Seven soph'more athletes,
Big spenders with the chicks;
One took payoffs from alums—
Bye, guy—that leaves us six.*

*Six soph'more athletes,
Each betting he'll survive;
One helped gamblers fix a game—
Bet's off—we're down to five.*

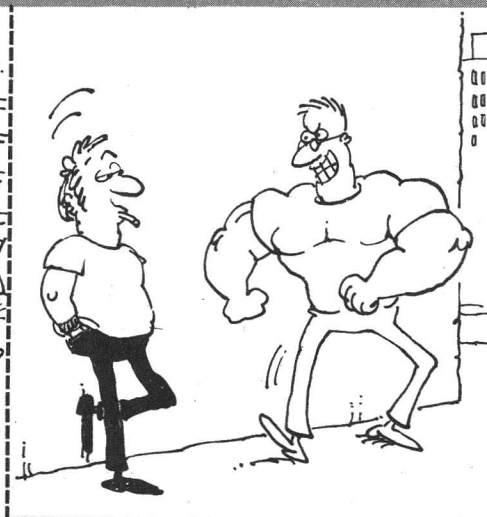
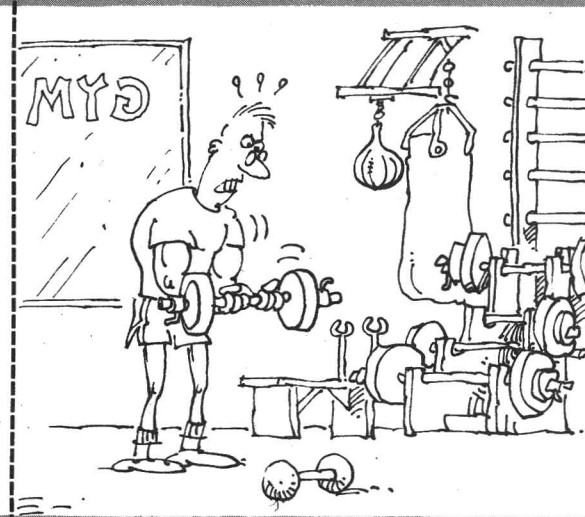
*Five junior athletes,
Hot stuff and out to score;
One got busted dealing coke—
Toot-toot—that leaves us four.*



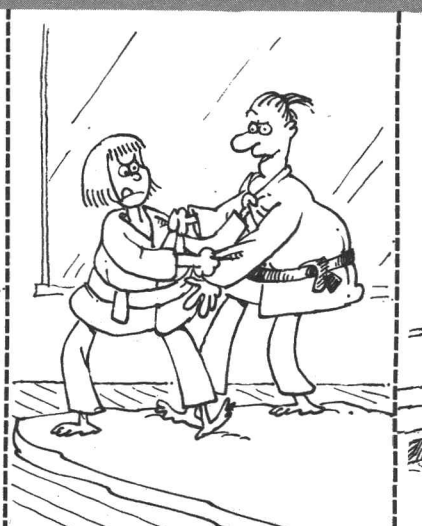
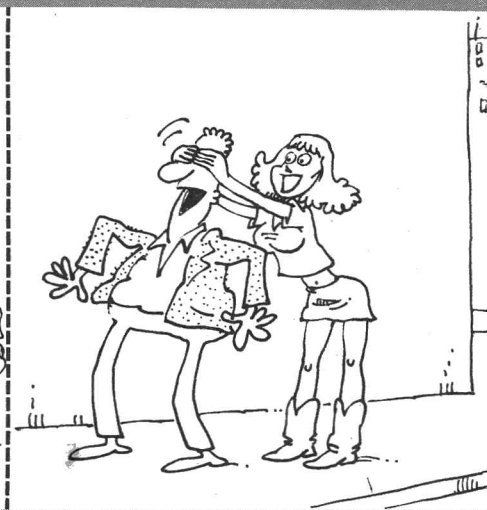
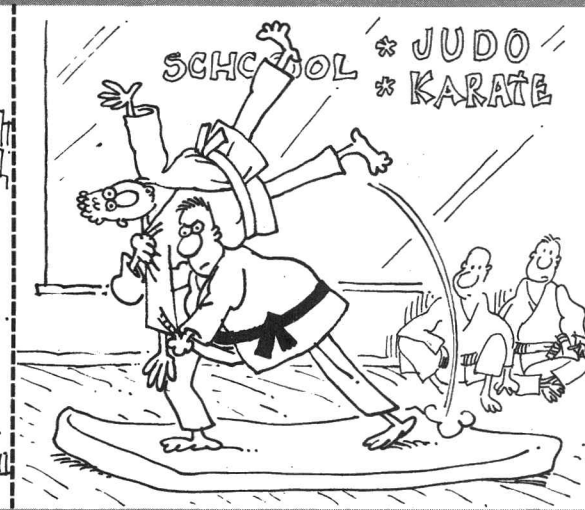
*One college athlete,
Respected, clean, sincere;
My gosh, he's gonna graduate!
Hey! What's he doing here?*



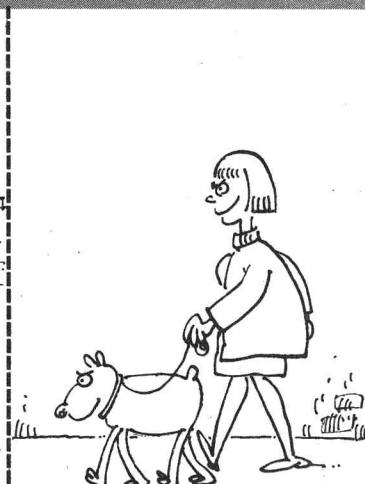
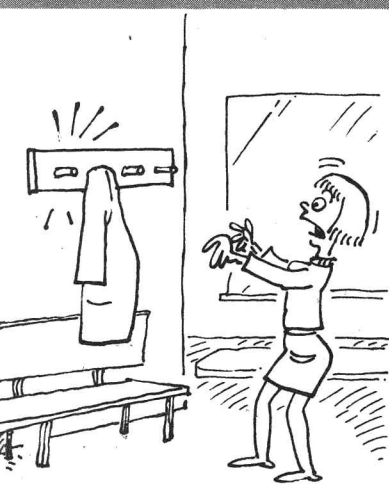
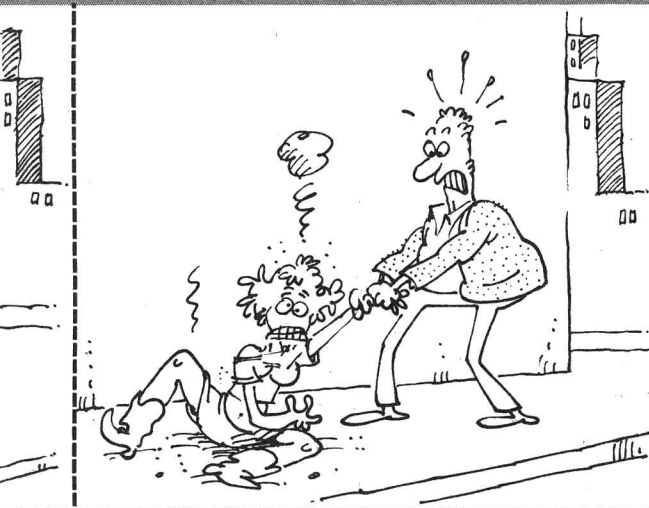
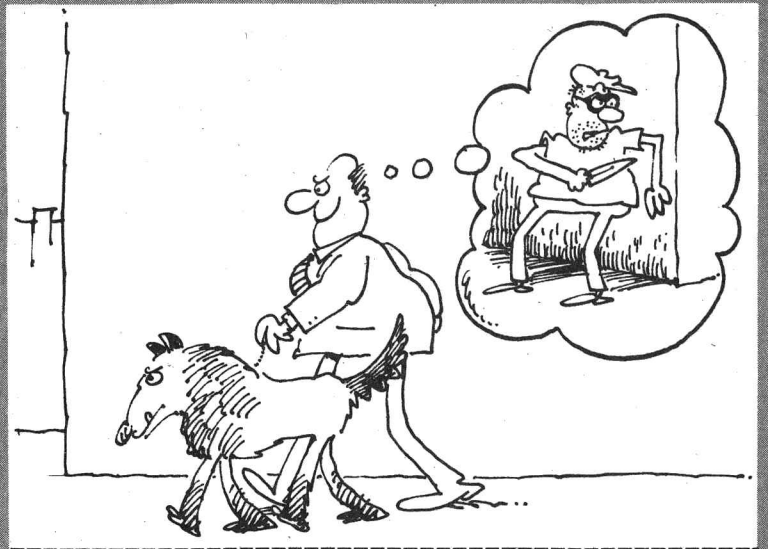
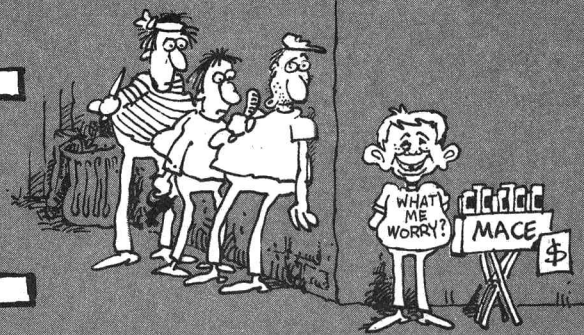
A MAD LOOK AT SELF-

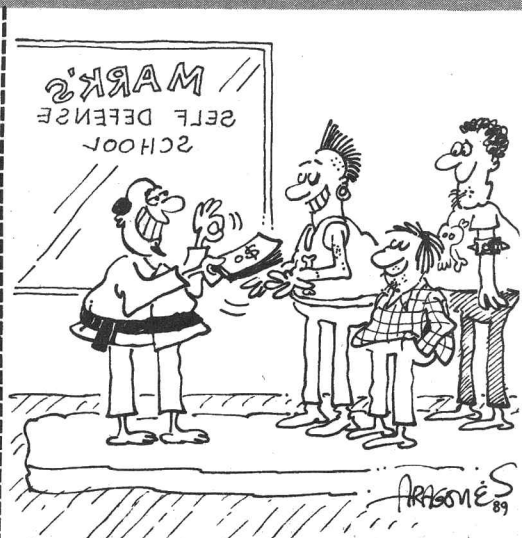
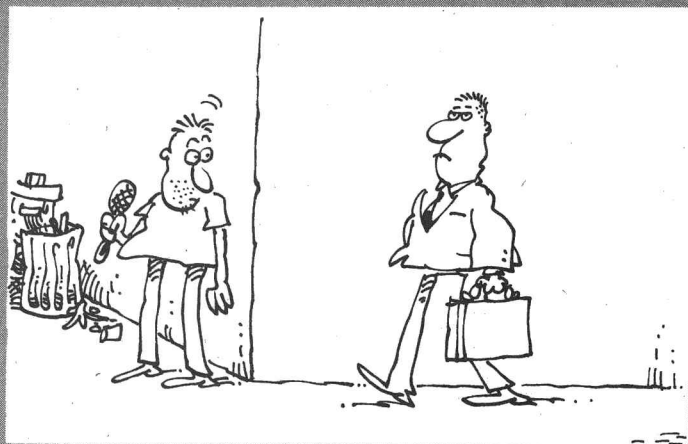
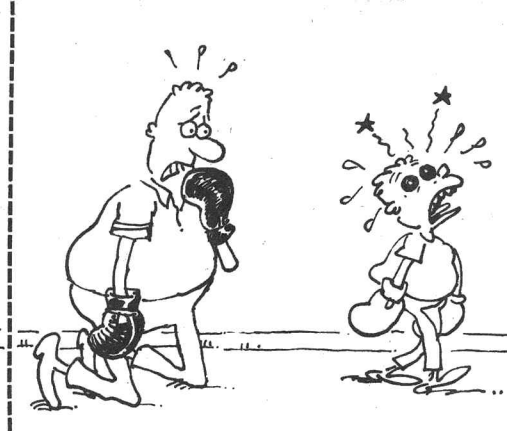
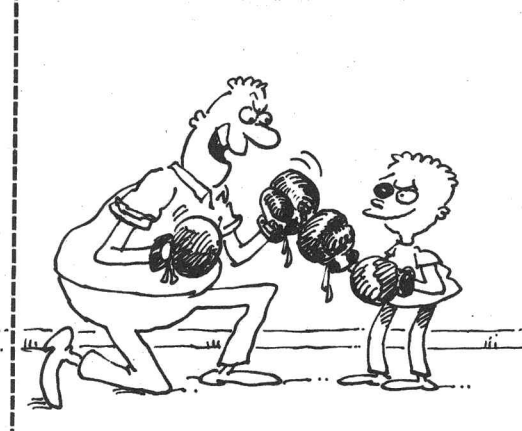
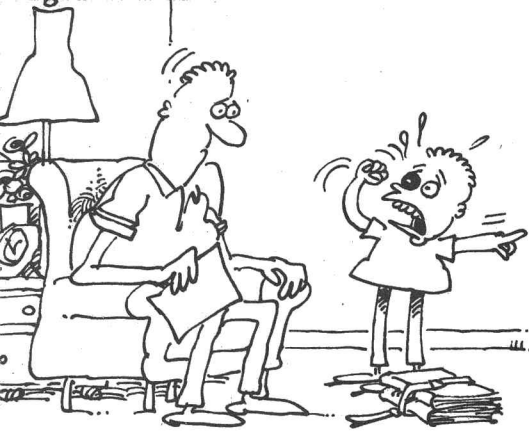


ARTIST AND WRITER: SERGIO ARAGONES

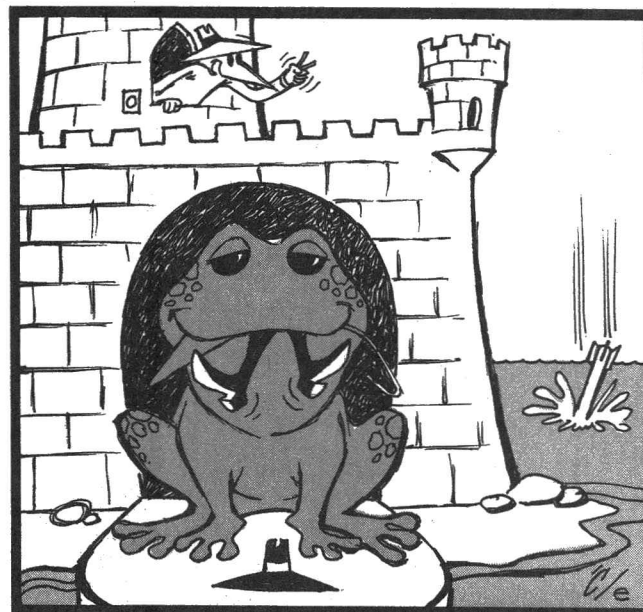
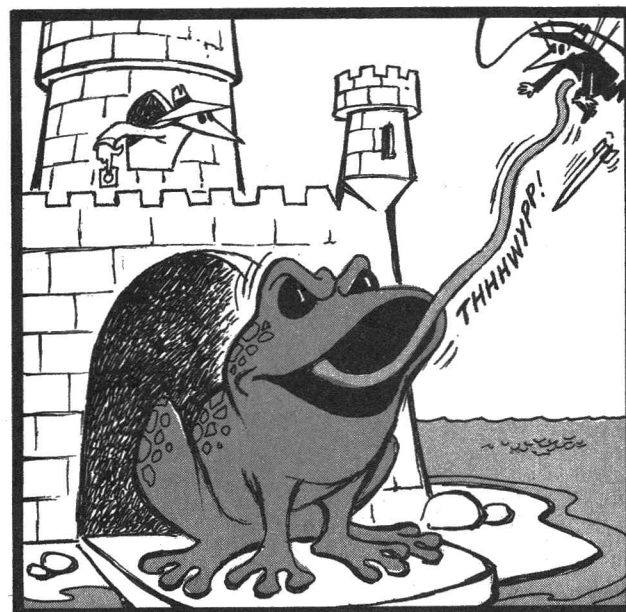
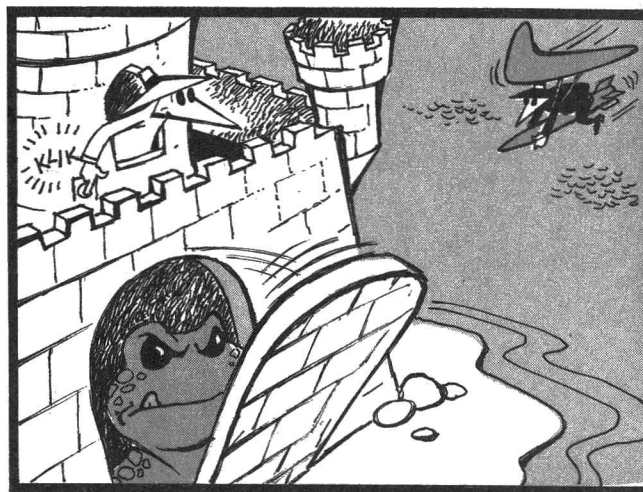
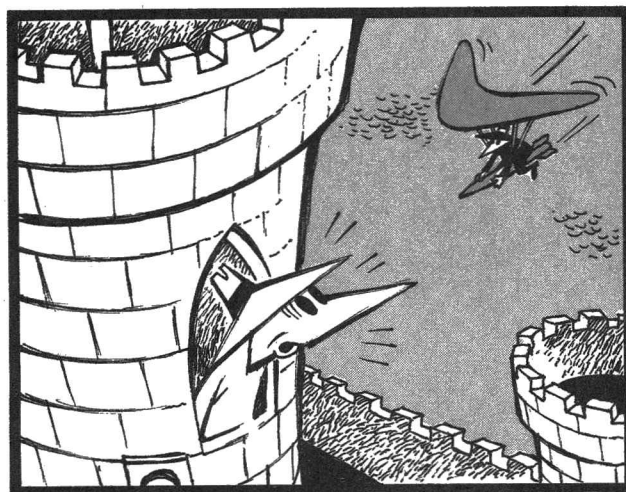
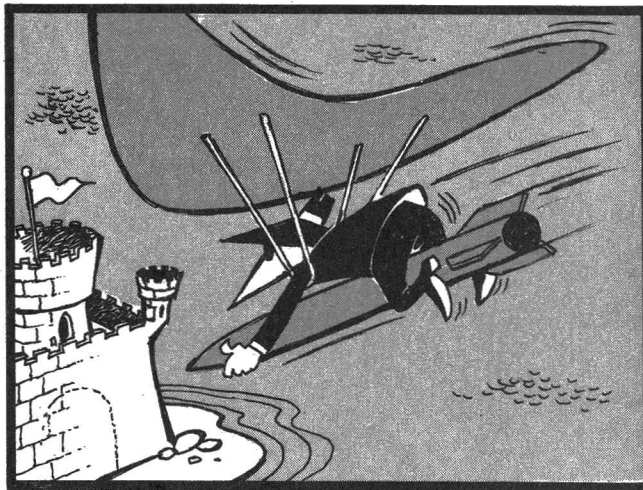
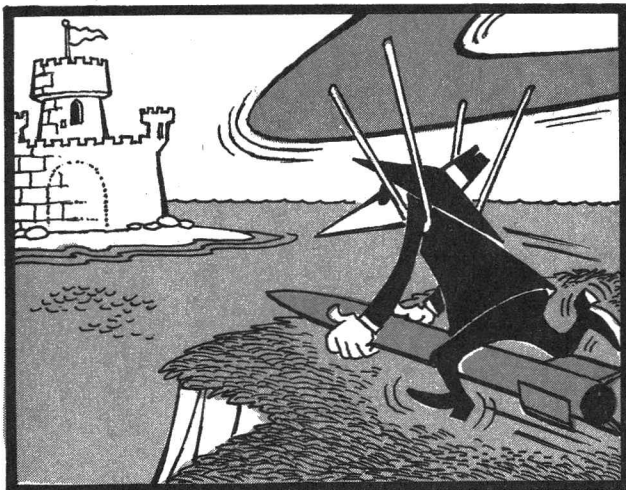


DEFENSE





SPY VS SPY





BERG'S-EYE VIEW DEPT.

THE LIGHTS

OFFSPRING



Now this is what I call living! Why buck the crowds at the multiplex, fight for a parking space, pay six bucks each to see some bomb and three bucks for popcorn? Rent a video and you don't have to put up with any of the annoyances!

Except one...

...the big mouth in the audience who never shuts up!

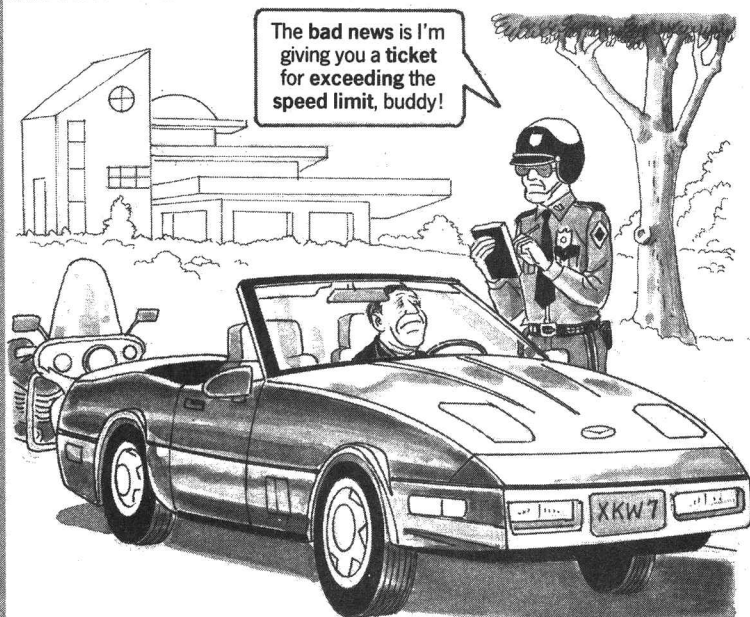


R SIDE OF...

ARTIST & WRITER:
DAVE BERG

VIOLATIONS

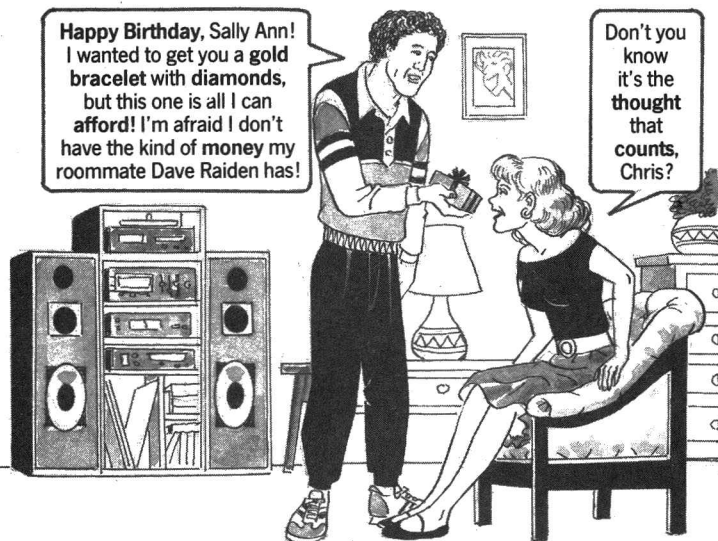
The bad news is I'm giving you a ticket for exceeding the speed limit, buddy!



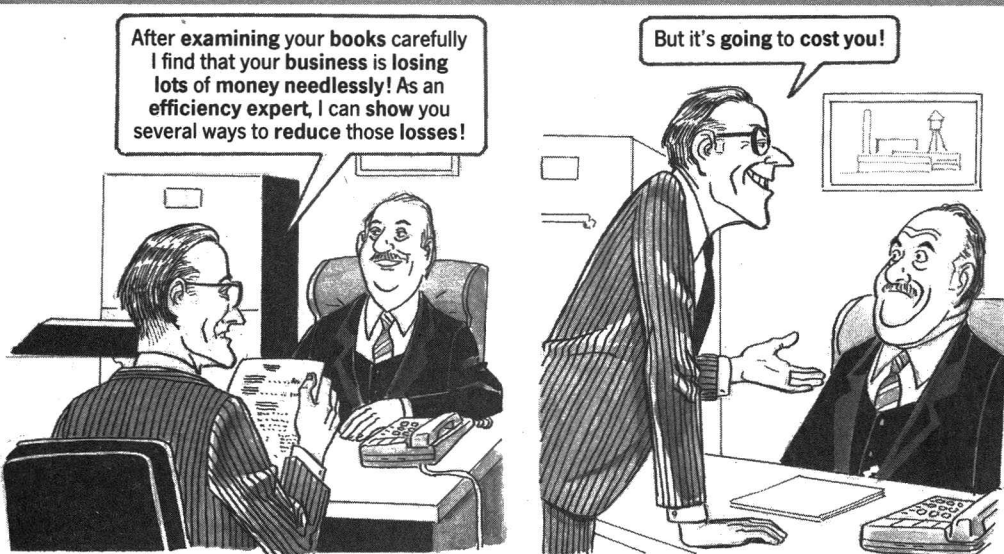
The good news is you helped me reach my monthly quota! Thanks!



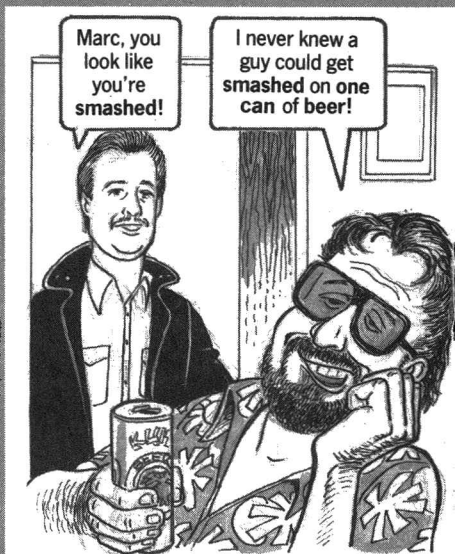
RELATIONSHIPS



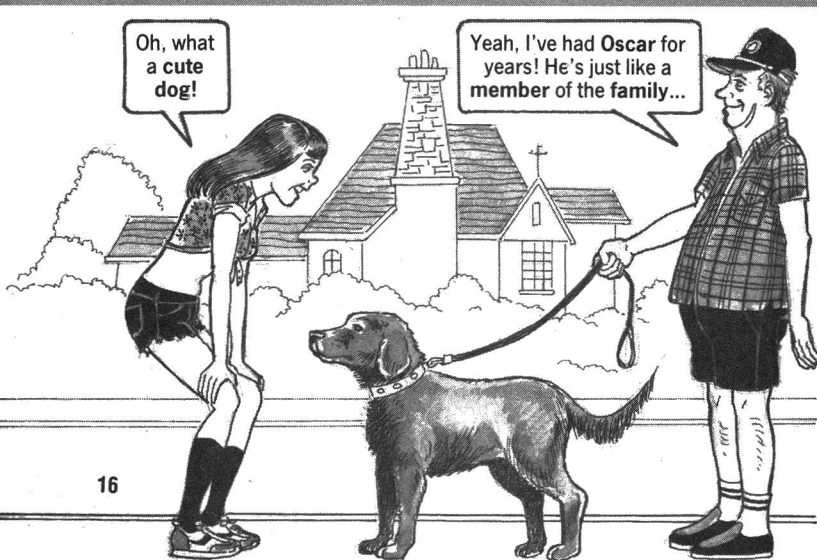
BUSINESS



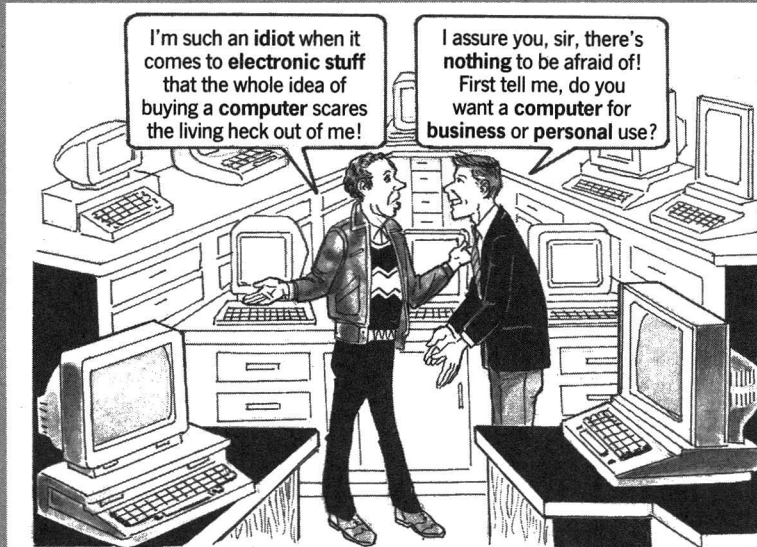
PARTYING



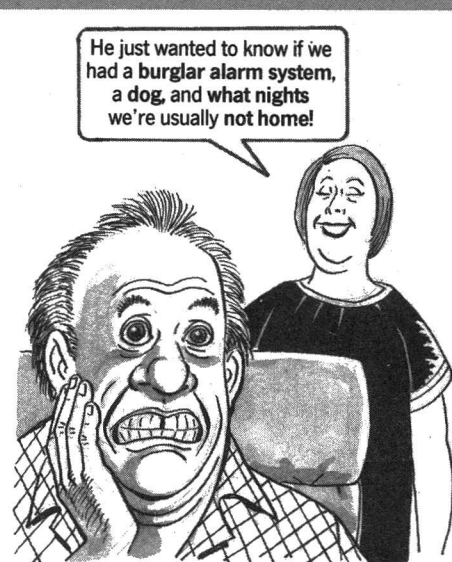
OBEDIENCE



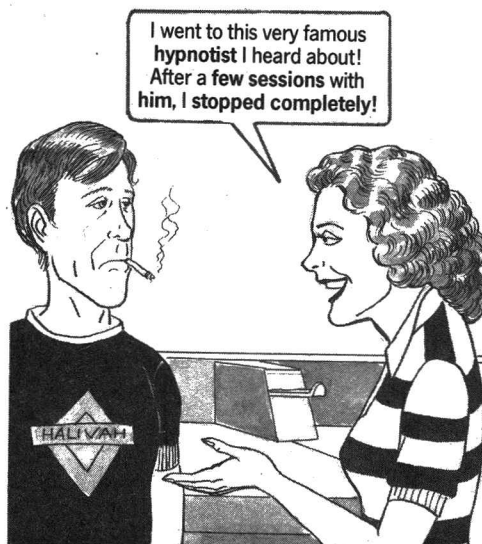
COMPUTERS



INQUIRIES



SUCCESS



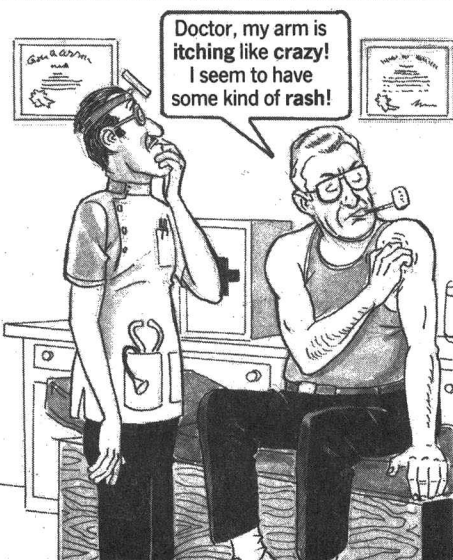
EMPLOYMENT



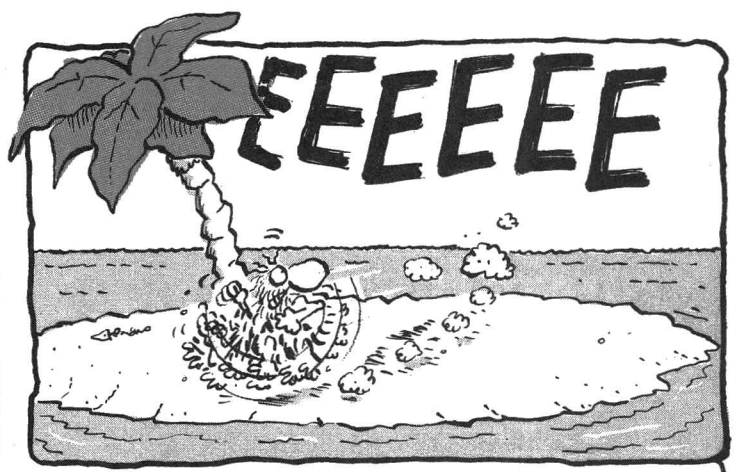
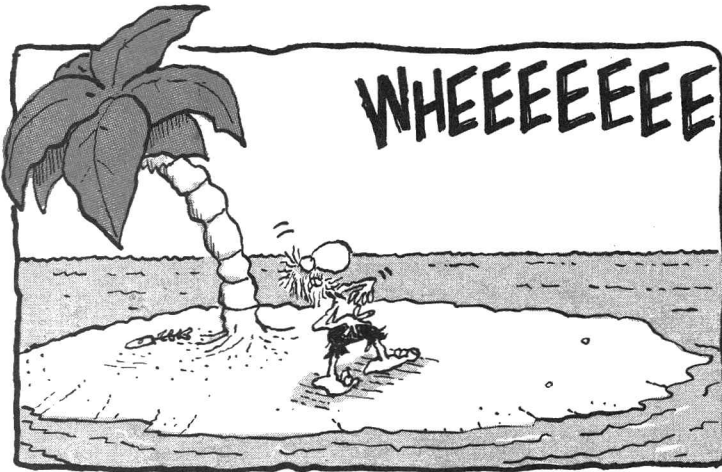
POPULARITY



DOCTORS



THE INCONCEIVABLE ISLAND INCIDENT



KA-POOOOOMBLOOM

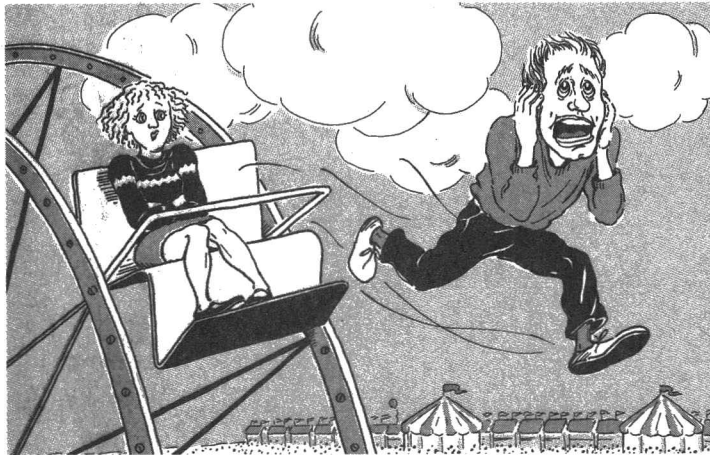


BEAU JEST DEPT.

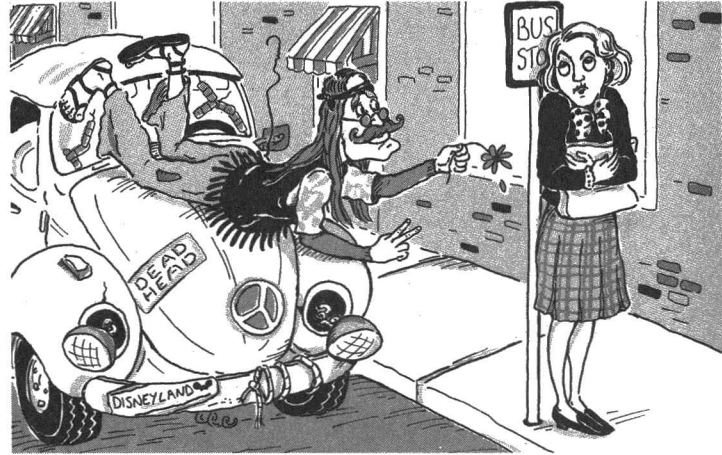
It's said "True love is a many splendor thing," and this being the case, every girl longs to meet her perfect match, her own Prince Charming, the proverbial Mr. "Right." Unfortunately, it's also said, "A good man is hard to find" and this makes finding Mr. "Right" more difficult than finding

GUYS YOU'RE LIKELY TO MEET BEFO

ARTIST: ALYSE NEWMAN



MR. "RIGHT—'TIL YOU MENTION THE WORD 'MARRIAGE'"



MR. "RIGHT OUT OF THE 60'S"



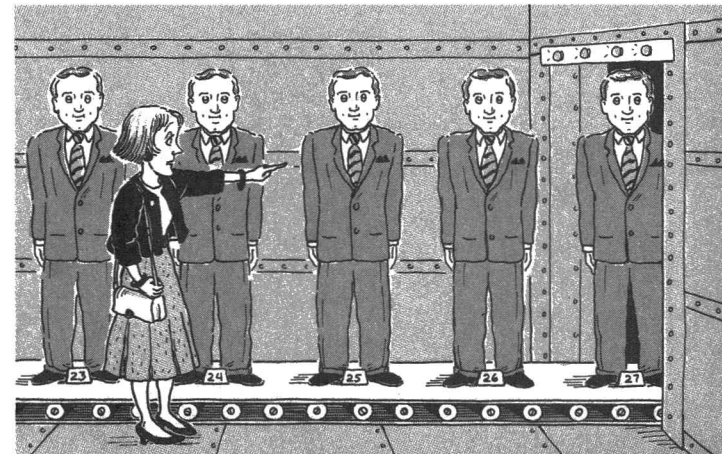
MR. "RIGHT INTO THE BACK SEAT"



MR. "RIGHT AWAY, MOTHER!"



MR. "RIGHT AFTER THE POST-GAME SHOW"



MR. "RIGHT OFF THE ASSEMBLY LINE"

an intelligent person in the audience of the Morton Downey, Jr. Show! We don't mean to discourage you ladies, but the sad truth is you'll probably get involved with an impressive bunch of losers before you finally find the fellow for you. So brace yourself for the worst, 'cause here are the...

RE MR. 'RIGHT'

WRITER: MIKE SNIDER



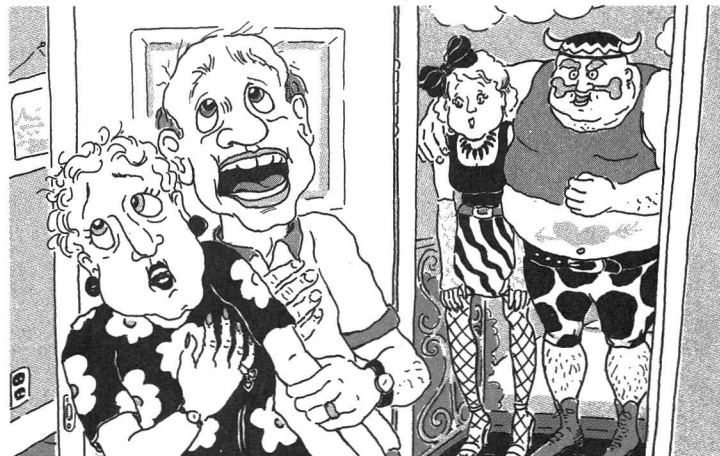
MR. "RIGHT GUARD CANDIDATE"



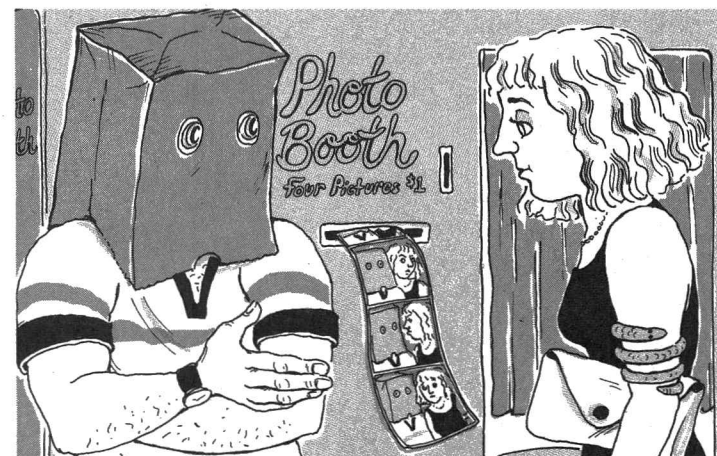
MR. "RIGHT ON, OLLIE NORTH!"



MR. "RIGHT DOWN THE MIDDLE"



MR. "RIGHT INTO INTENSIVE CARE GO YOUR PARENTS!"



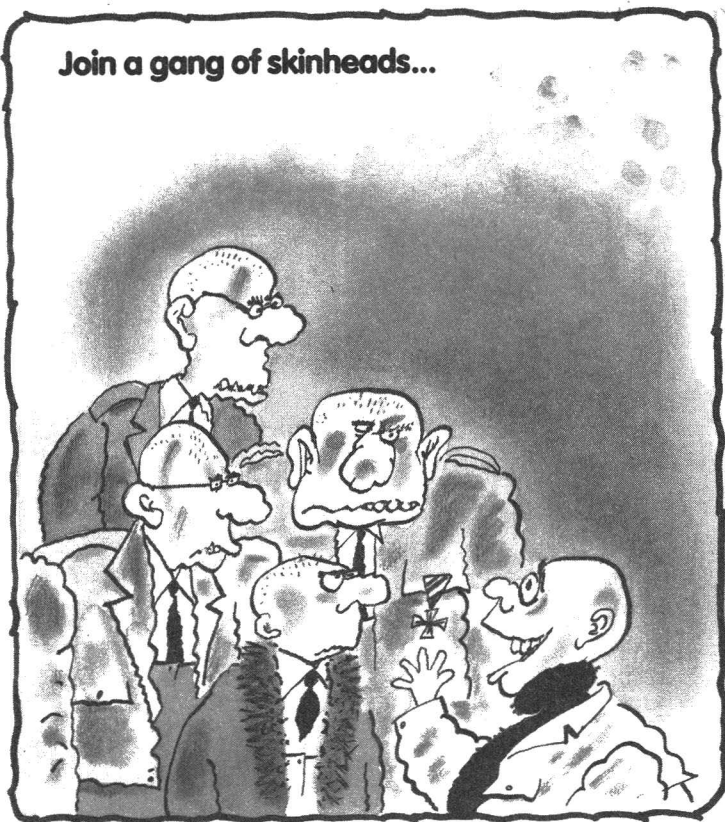
MR. "RIGHT AFTER MY DIVORCE, BABE"



MR. "RIGHTSIDE-DOWN"

MAD'S Cheap and Painless Methods for... OVER

Join a gang of skinheads...



Make friends with small, furry animals...



Comb all your other facial hair upwards and back...

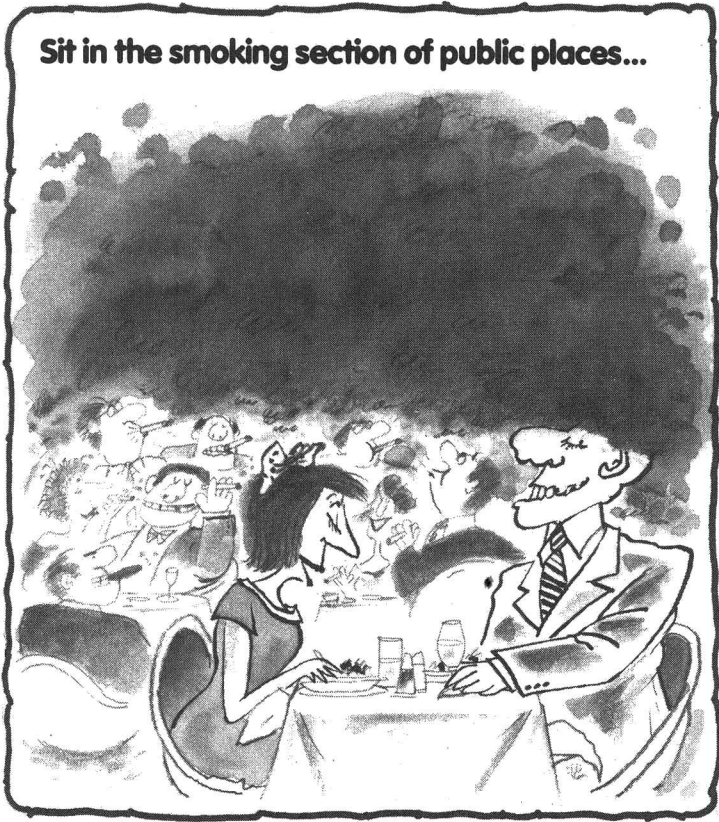


Take advantage of hanging house plants...

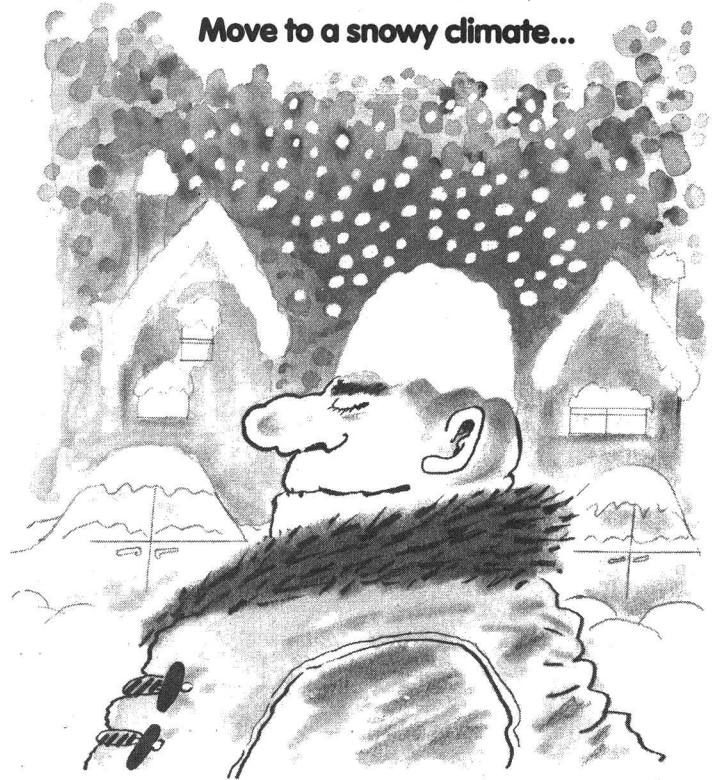


COMING BALDNESS

Sit in the smoking section of public places...



Move to a snowy climate...

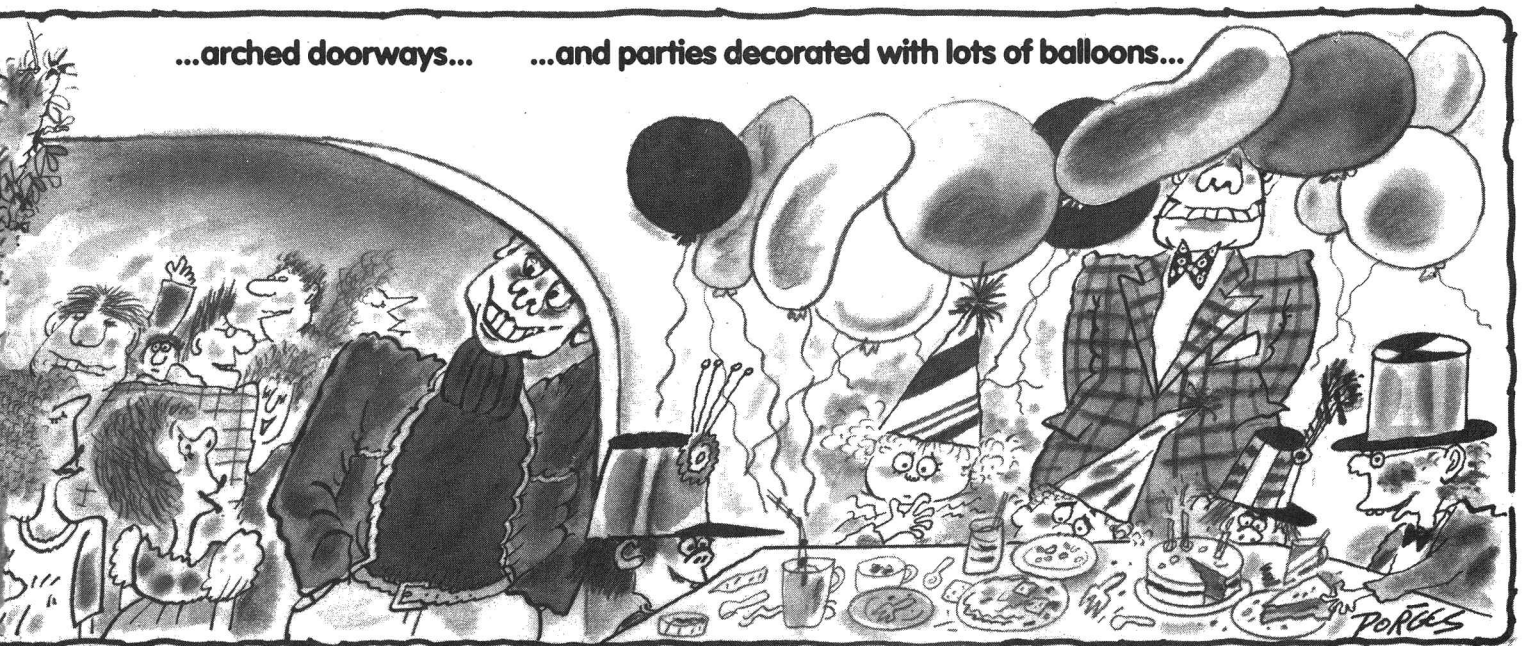


...at Little Expense and Even Less Pain

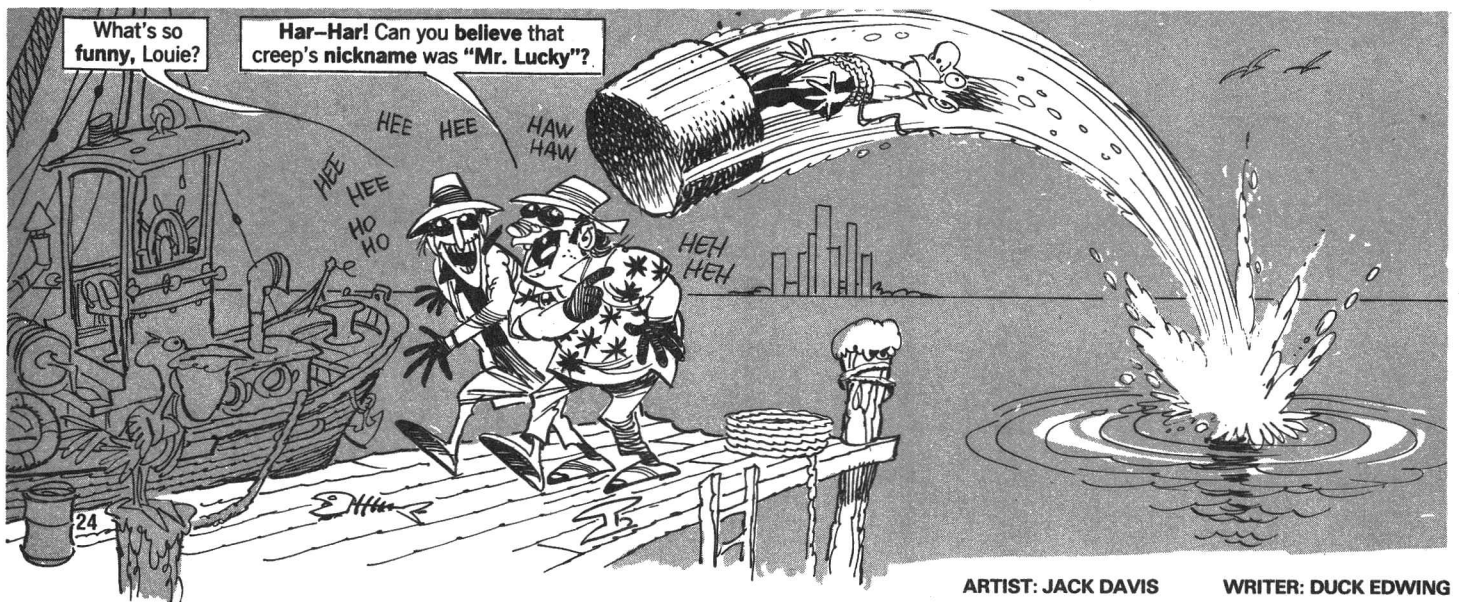
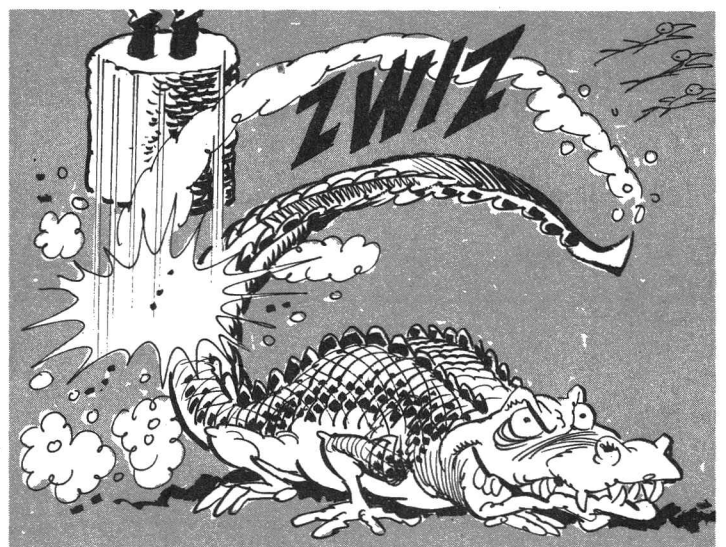
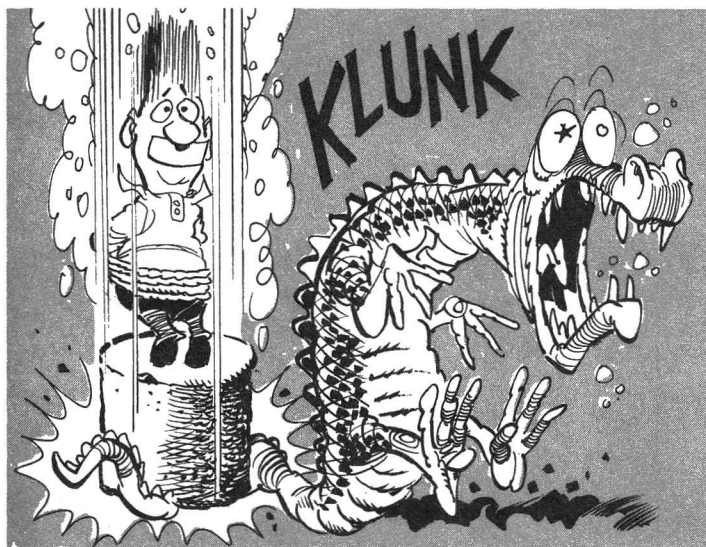
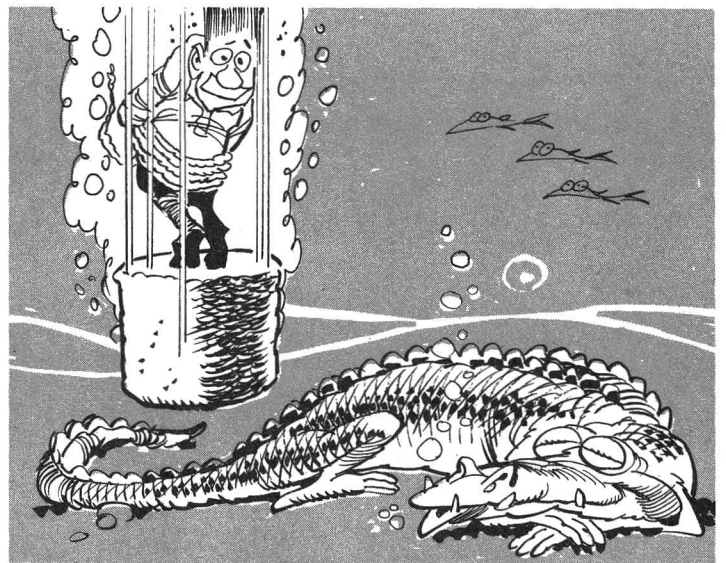
ARTIST AND WRITER: PAUL PETER FORGES

...arched doorways...

...and parties decorated with lots of balloons...



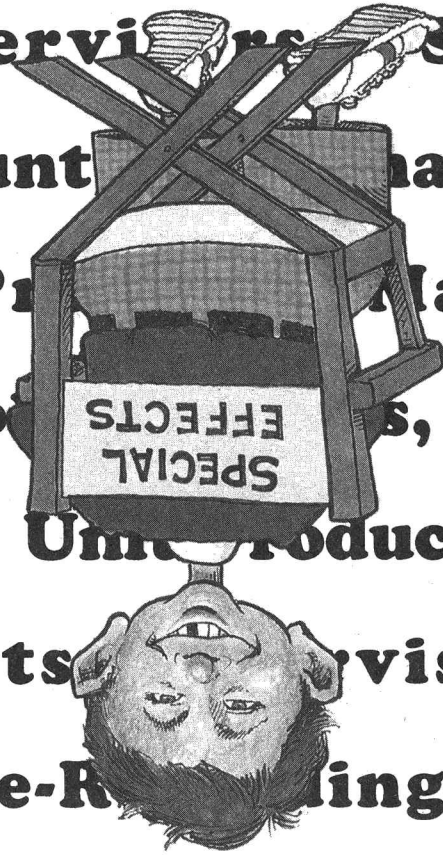
ONE FINE MORNING IN MIAMI



**The following special section is dedicated
to the unsung heroes of the movies:**

**The Gaffers, Set Dressers, Best Boys,
Script Supervisors, Second Unit
Directors, Stunt Coordinators, Costume
Designers, Production Masters, Dolly
Operators, Foley Artists, Hair Stylists,
DGA Trainees, Unit Production Managers,
Visual Effects Supervisors, Camera
Operators, Re-Recording Mixers, Film
Loaders, Assistant Lighting Technicians,
Grips, Transportation Captains, Negative
Cutters, Camera Assistants, Apprentice
Sound Editors and all the other deadbeats**

that had absolutely nothing to do with the writing or drawing of the next 47 pages!



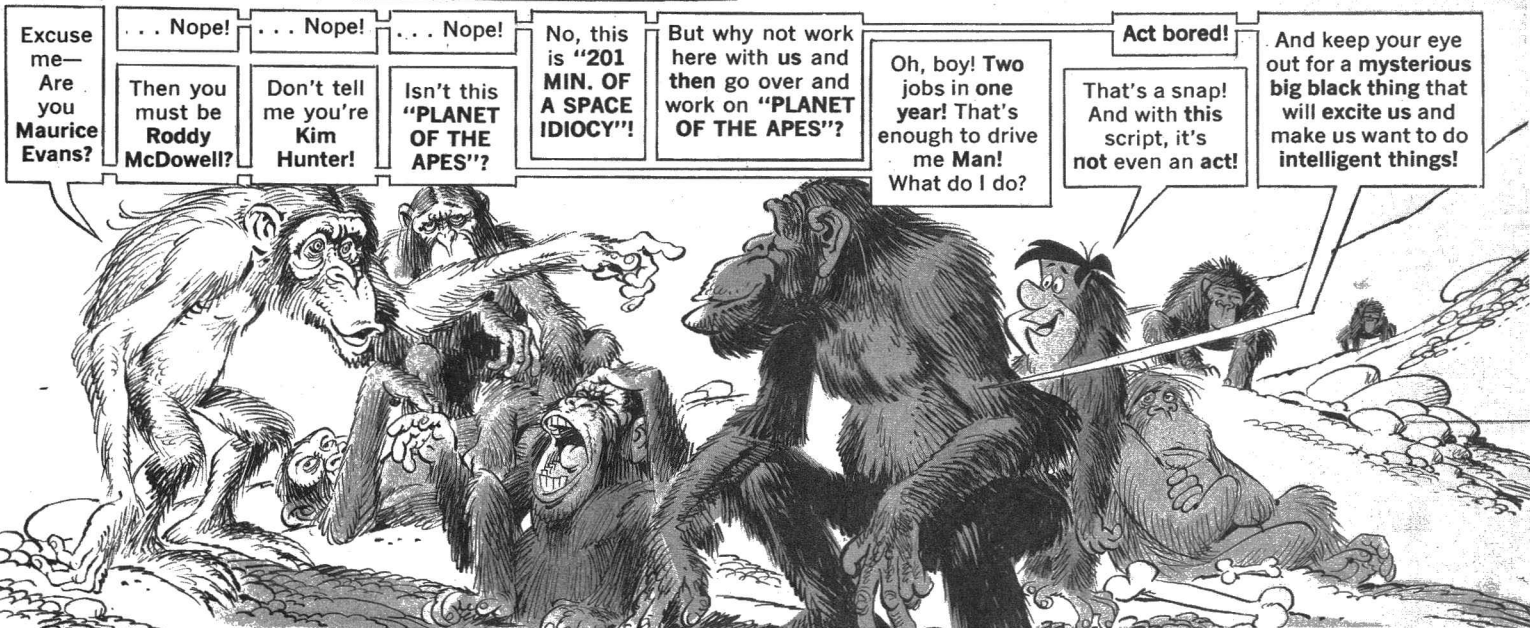


SLAB-SCHTICK-COMEDY DEPT

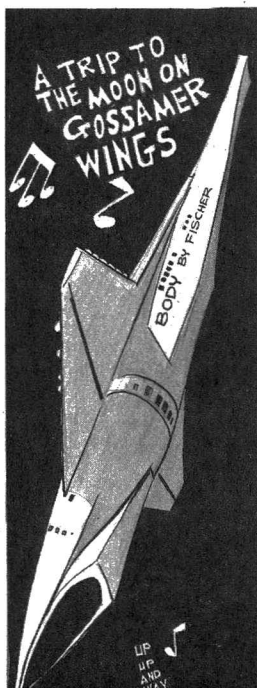
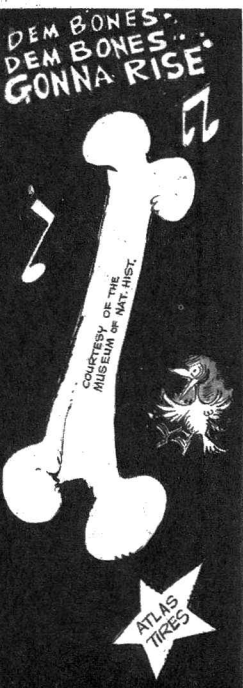
If you've seen it, you'll know exactly what we're talking about! And
If you haven't seen it, rest assured that we've just saved you from

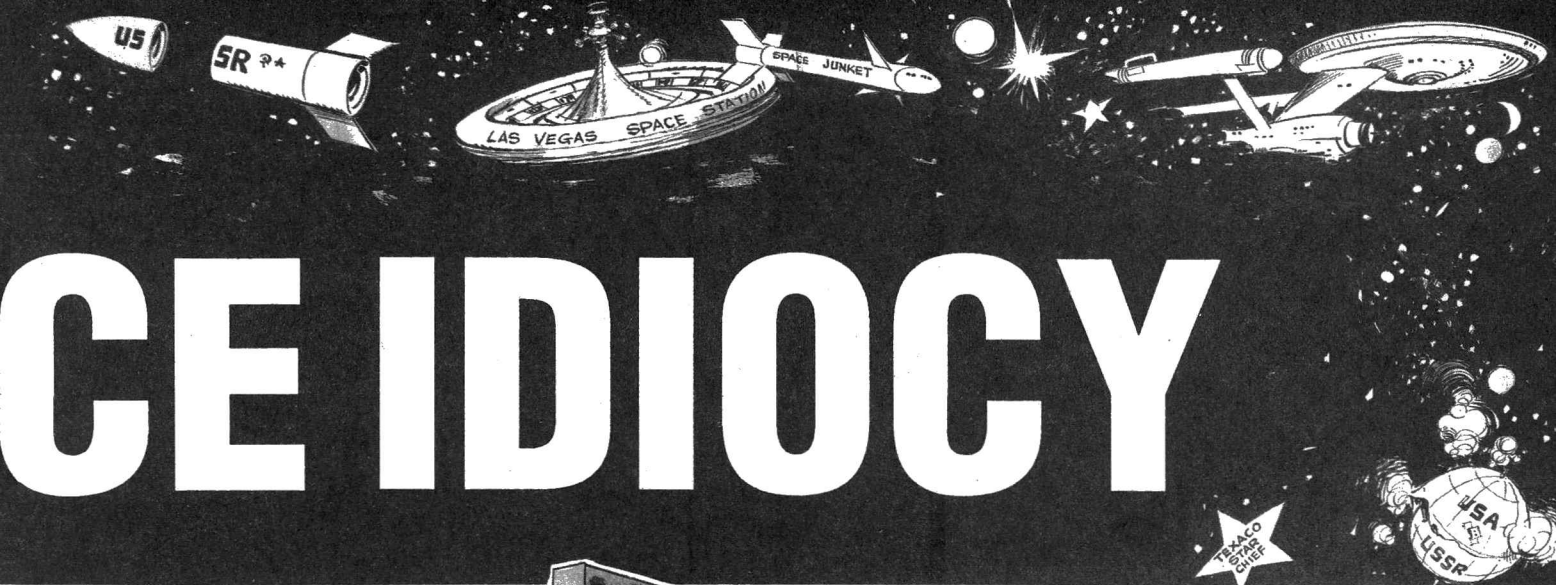
201 MIN. OF A SPA

THE DAWN OF MAN



ARTIST: MORT DRUCKER





CE IDIOCY

Look at that!
What is it—a
Prehistoric
Handball
Court!

Who ever
heard of
a Handball
Court that
plays music?

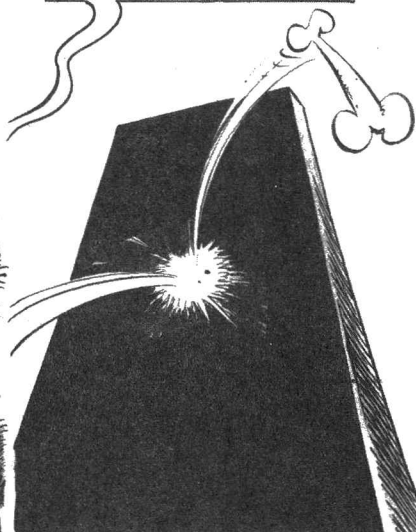
Maybe it's
a giant-size
Prehistoric
Transistor
Radio?

Or a
Dawn
of Man
Tape
Deck?!

You're **ALL** wrong! It's
the mysterious big black
thing that's supposed to
excite us and make us want
to do intelligent things!

Y'know, you're
right! I **FEEL**
like doing an
intelligent
thing . . . !

I feel like **QUITTING** this
stupid movie—**RIGHT NOW!!**



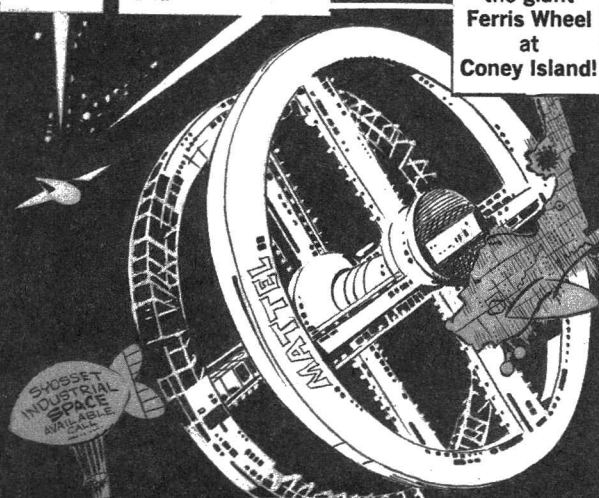
WRITER: DICK DE BARTOLO

Never
mind!
I'll keep
my hand
over my
mouth!

You'll get used to
the little problems
... like sneezing
the same sneeze in
and out ten times!

Is
that
our
space
station?

I sure hope
so! Last
month, our
Captain tried
to land us in
the giant
Ferris Wheel
at
Coney Island!



Did you have
a pleasant
250,000 mile
Express Flight
up from Earth,
Dr. Haywire?

Yes! We had "In-Flight Movies" ...
They showed us "Doctor Dolittle",
"Ben Hur", "Dr. Zhivago", "The Ten
Commandments", "War & Peace",
"Gone With The Wind", "Camelot"—

You're lucky!
On the Local
Flights, they
show slides of
"Sap-Gathering
In Maine"!



HOWARD JOHNSON'S
EARTHLIGHT ROOM

VANILLA MOON FIZZ PRUNE
PLUTO BANANA ALMON
JUMBO JUPITER WALNUT
OUT OF THIS WORLD CHOCOLATE
CHERRY SATIN CHERRY SATIN
STRAWBERRY POLYTEM NUTR
NASA VANI

Dr. Haywire, just what **IS** really going on at Habeas Corpus Station? Rumor has it that there's a **deadly flu epidemic!**

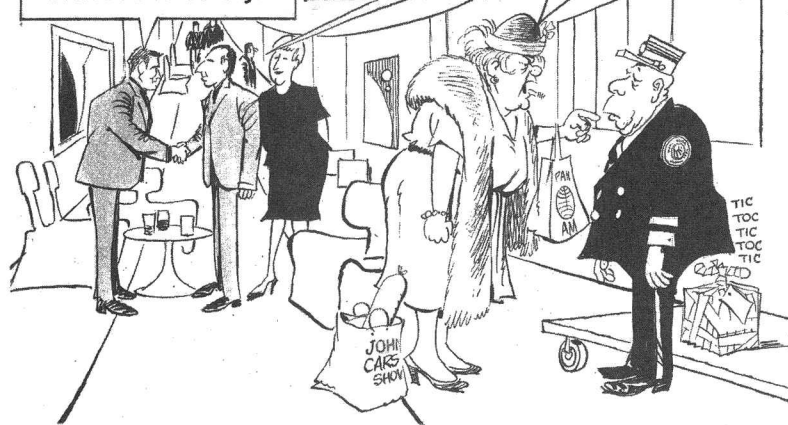
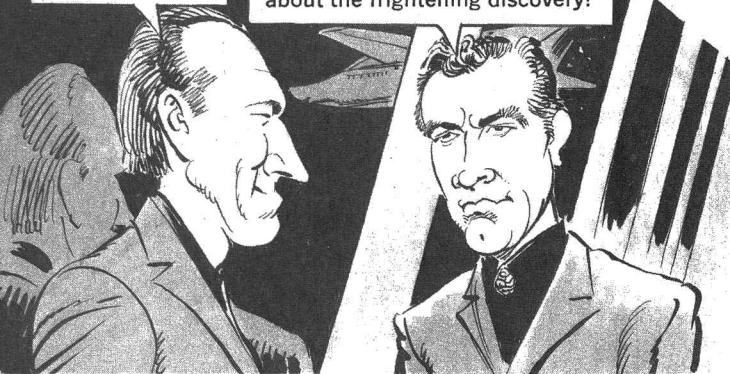
I'm afraid I can't say anything, Dr. Smyles! I cannot tell you whether there is a deadly epidemic, or if that's just a **cover-up** for a story so **shocking**—so **unbelievable**—so **bizarre** that the public will have to be **braced** before it can be told about the **frightening discovery!**

You always **did** have **tight lips**, Doctor!

If you'll excuse me now, I have to telephone my wife. She'll want to know about the **2-million-year-old Black Monolith** we found which no one has been able to **identify!**

Very well. But if you change your mind and care to tell me anything, I'd be **very interested!**

What do you mean, you lost my set of **matched lightweight Samsonite luggage**—and it's **4 years** till the next flight arrives?!



Hi, Honey! I thought I would surprise you and **Video-Phone**...

W-why, **Sweetie!** This **IS** a surprise! I was just telling the **m-milkman** here that you won't be home for a while, and to take back a quart!

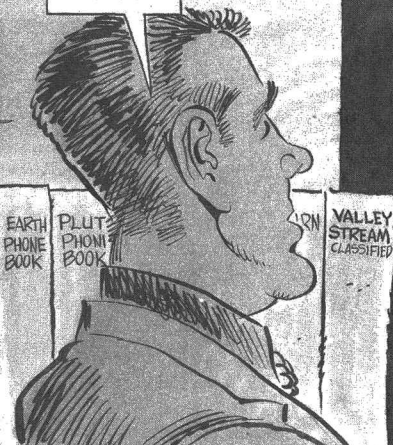
Well, I just wanted to know you're okay!

I'm fine. On the way home from the moon, will you pick up a loaf of bread, Dear?

I will! Bye, now! I've got a **secret meeting** to go to!

Goodbye, Dear!

Bye, Doc! Give our regards to the **Monolith!**



Operator, what were the charges for that call?

Deposit **\$17,500** for the first three minutes, plus **10¢** for the overtime!

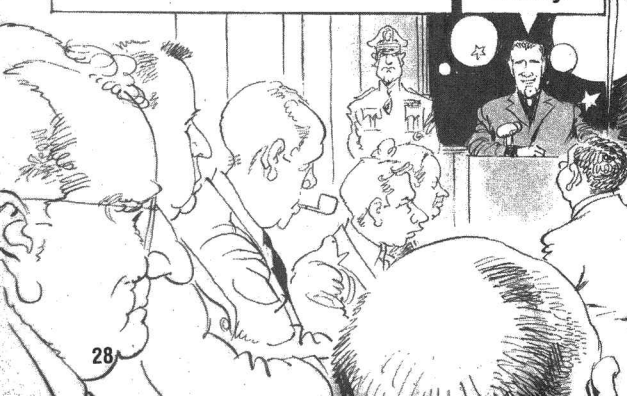


IF THE PARTY YOU VIDEO-PHONED IS IN THE BATHTUB, RENT, BLINDFOLD, **25¢** ... THREE MIN. ➔

Members of Space Station Habeas Corpus—First, I want to **congratulate** you on the **fabulous job** you did—spreading that rumor about the **flu epidemic** here. It's been a **great cover-up** for the discovery of the **Monolith**. By the way, where is **Doctor Ryan** and **Professor Woodhull**...?

They both **died**—of **acute flu rumors!**

Now, that's what I call **sticking to a story!**



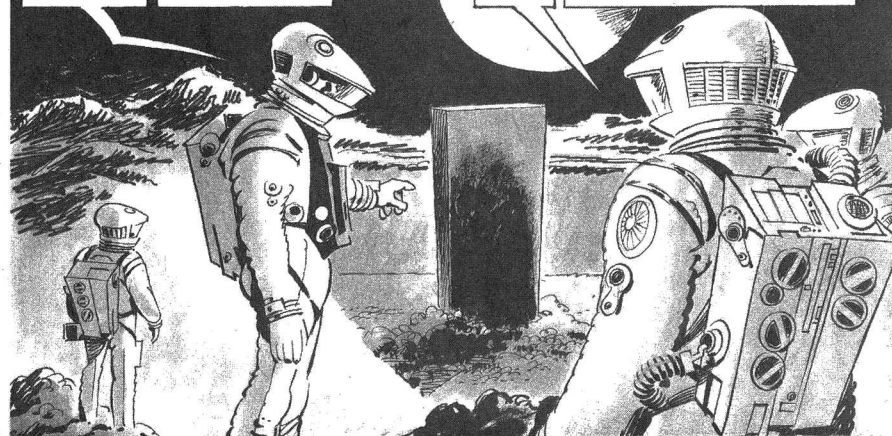
Well... there it is, Dr. Haywire! What do you think?

Boy, that's a **Black Monolith** if ever I saw a **Black Monolith!**

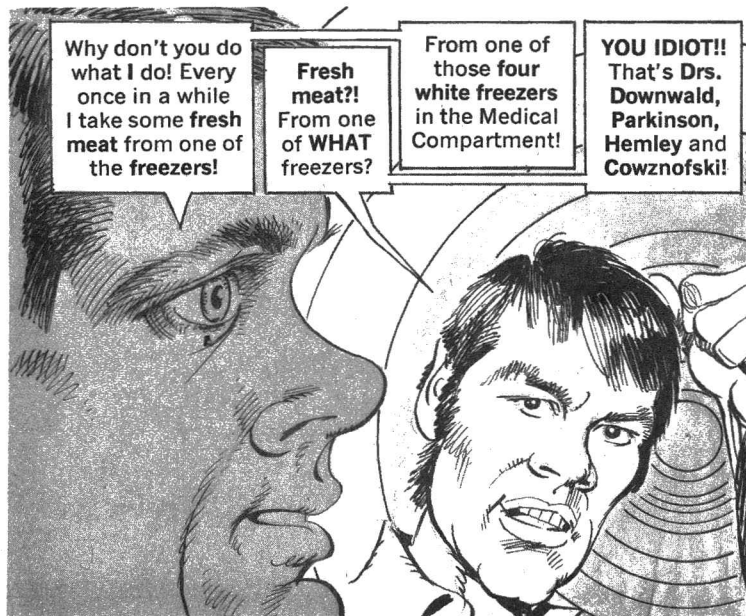
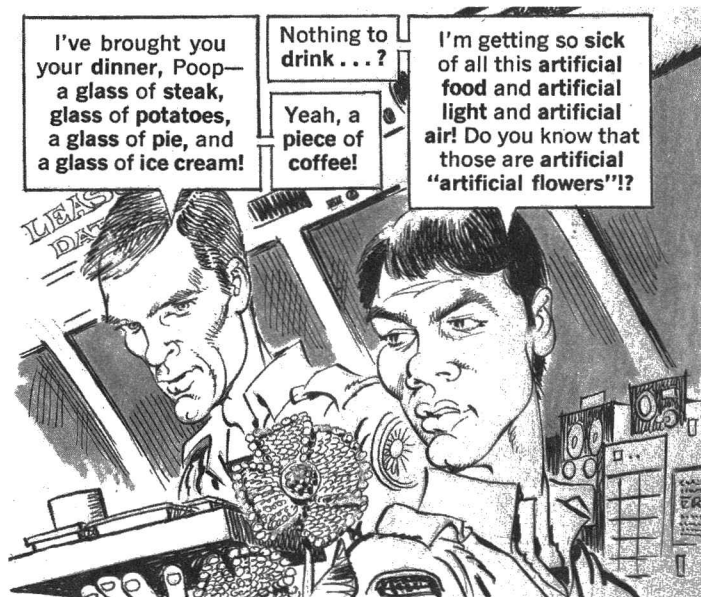
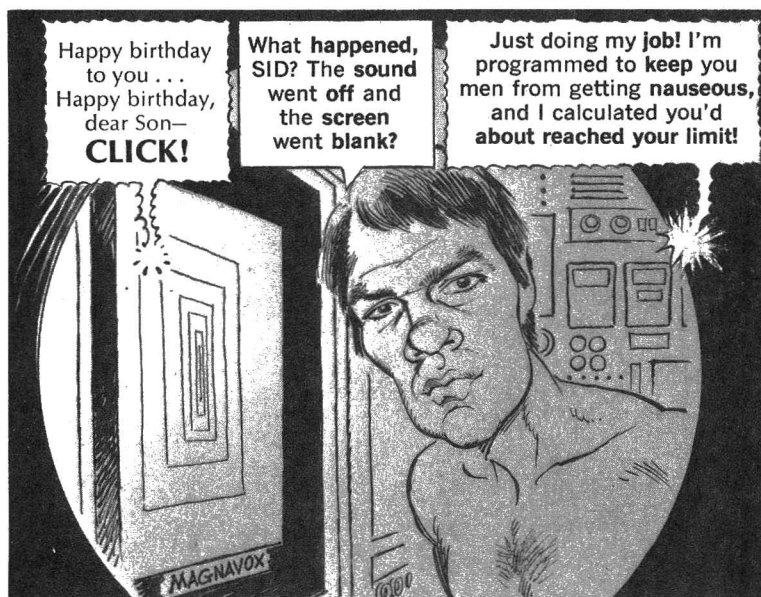
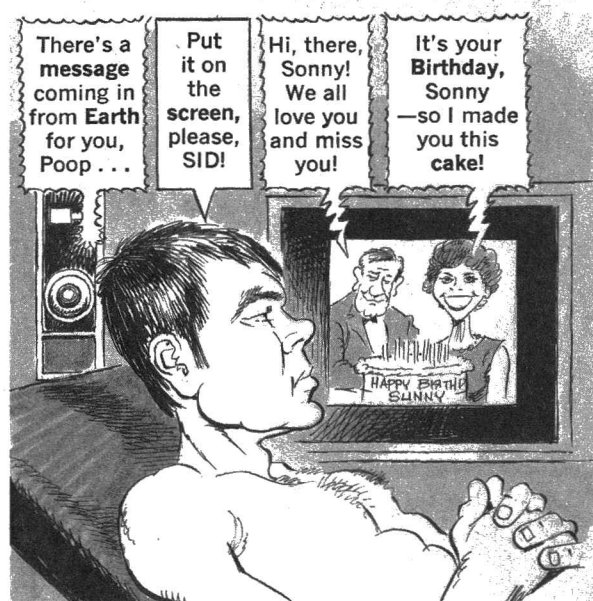
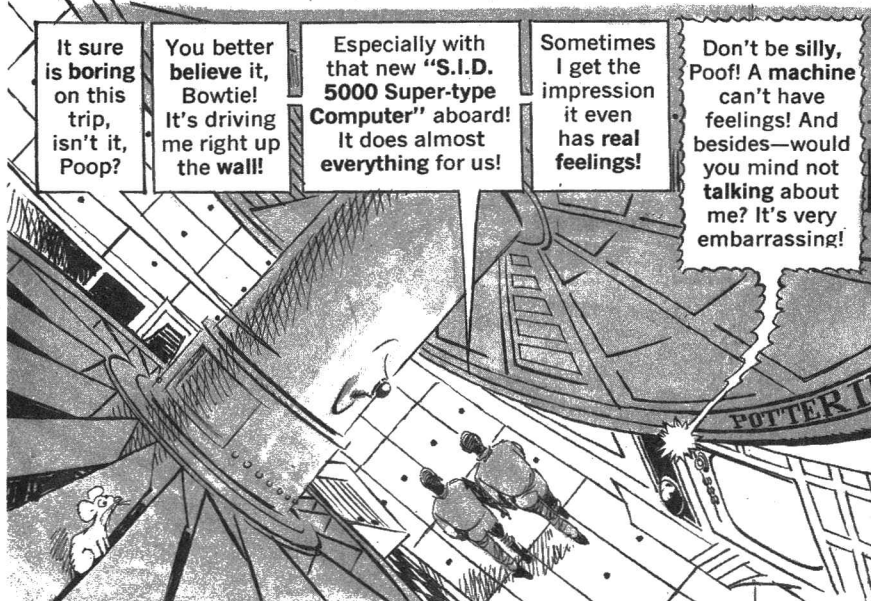
It was buried nearly **2 million years ago!**

How do you know that?

By checking the **molecular structure**, the **magnetic output**, the **cobalt oxide content**, and mainly the **date**... which happens to be stamped on the back!



ON BOARD "MISADVENTURE I"—THE JUPITER MISSION—SEVERAL MOONS LATER



A b-broken reflector!?! What should we do, SID?

By God, it's a comfort to have a life-saving device like a computer on board!

YOU'RE an S.I.D. 5000 Computer!!

Er—Bowtie, how about coming down to my Pod for a minute! I want to put up new drapes and I'd like to get your opinion!

What's going on, Poop? These old drapes are just fine . . . !

SHHH! Wait—
SID, shut the door!

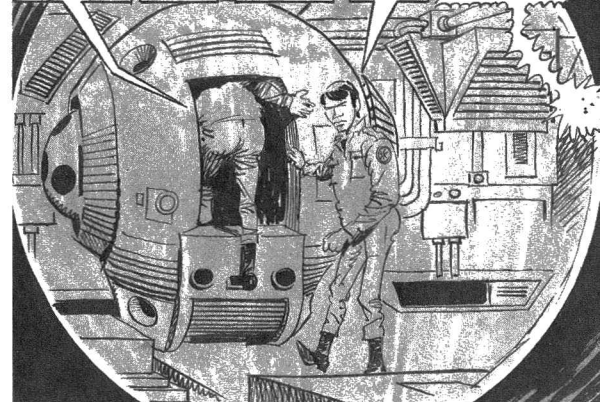
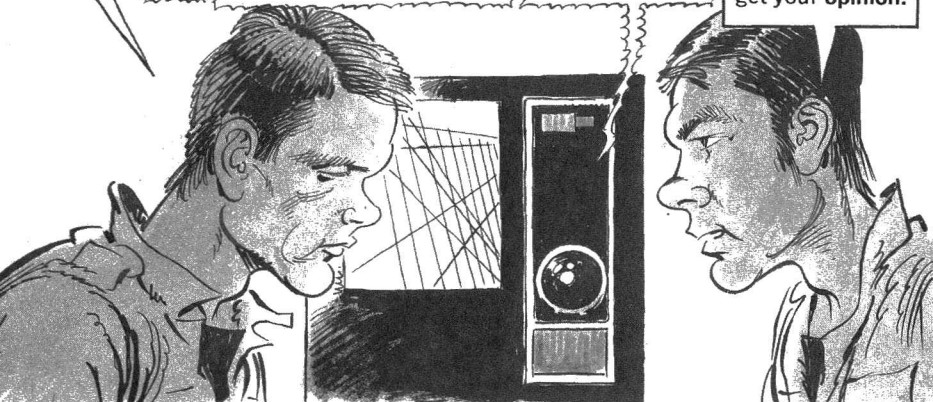
Okay, Poop!
Now shut the TV system!

Right, Poop!
Now shut your ears!

So you can talk about me behind my back?! Nothing doing!!

Thanks, boys! You know an S.I.D. 8000 Computer has never made a mistake!

Er—uh—Well, we never make any mistakes . . . but we forget a lot!



It's your birthday soon, and there are some things we CAN'T talk about in front of you, SID! C'mon—shut your ears!

That's right! It's . . . it's my birthday, soon! I'm—I'm gonna be seven!

Four!
Oh, yeah! Four! I forgot!

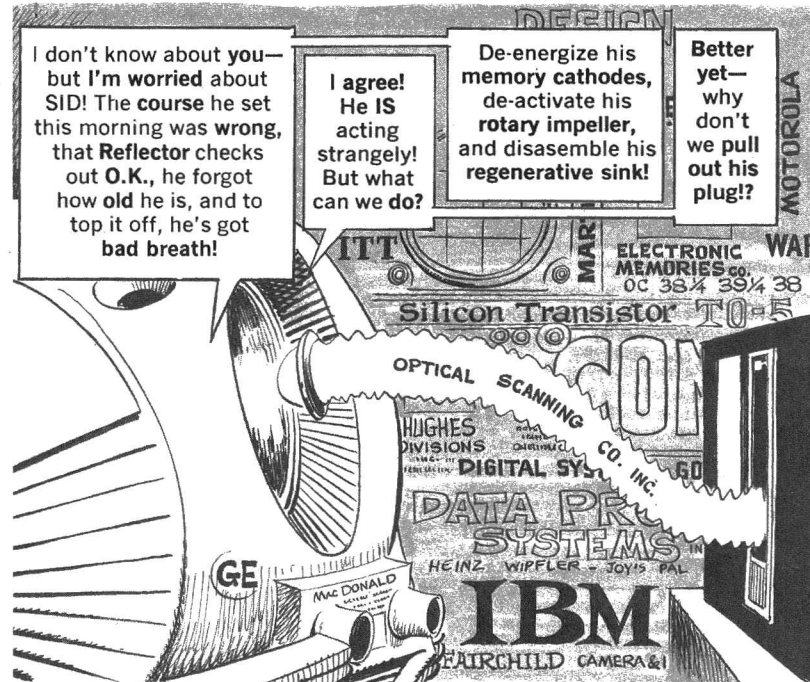
Okay, guys! I'll shut my ears!

I don't know about you—but I'm worried about SID! The course he set this morning was wrong, that Reflector checks out O.K., he forgot how old he is, and to top it off, he's got bad breath!

I agree! He IS acting strangely! But what can we do?

De-energize his memory cathodes, de-activate his rotary impeller, and disassemble his regenerative sink!

Better yet—why don't we pull out his plug!?



Poop, you keep SID occupied so I can get to his plug!

Good idea!

SID, will you prepare my Space Pod, please?

Of course, Poop! But why do you want your Space Pod?

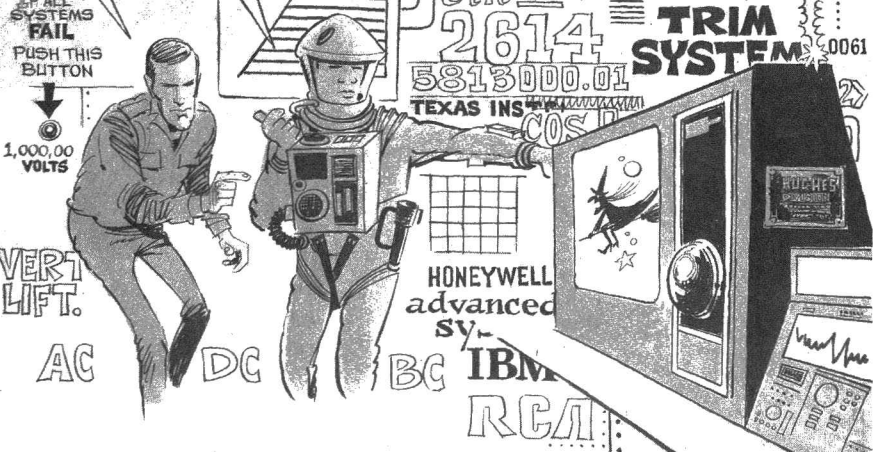
I want to go outside and fix that broken reflector!

Oh, is THAT all you want!?

IF ALL SYSTEMS FAIL
PUSH THIS BUTTON
1,000.00 VOLTS

VERT. LIFT.

AC DC BC IBM RCA

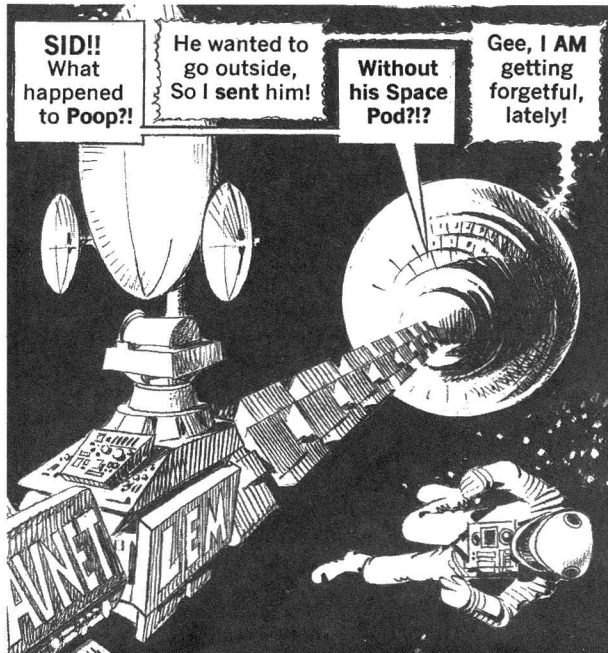


SID!! What happened to Poop?!

He wanted to go outside, So I sent him!

Without his Space Pod???

Gee, I AM getting forgetful, lately!

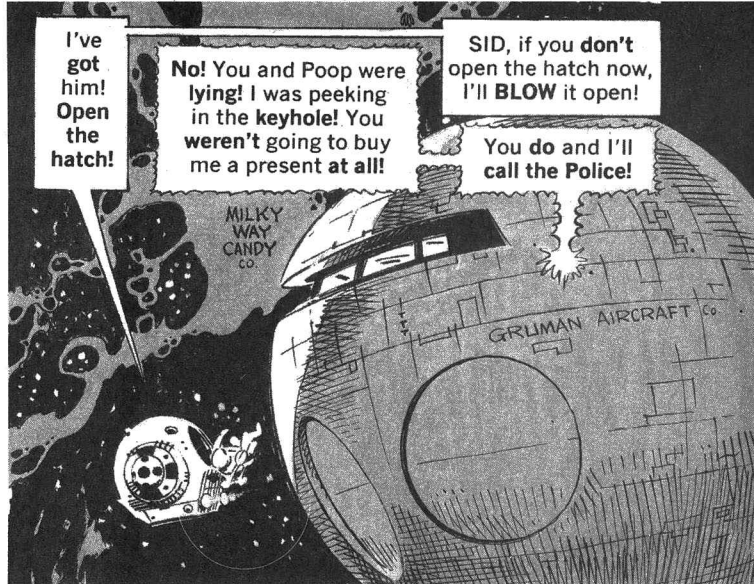




I've got to go out there and save him! SID— prepare my Space Pod!

Prepare your own Space Pod!

You're going to **HEAR** about this when I get back, SID! And I'm also going to tell your mother and father machine...



I've got him! Open the hatch!

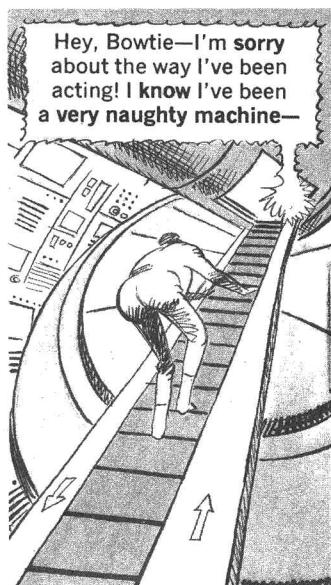
No! You and Poop were lying! I was peeking in the keyhole! You weren't going to buy me a present at all!

SID, if you don't open the hatch now, I'll **BLOW** it open! You do and I'll call the Police!

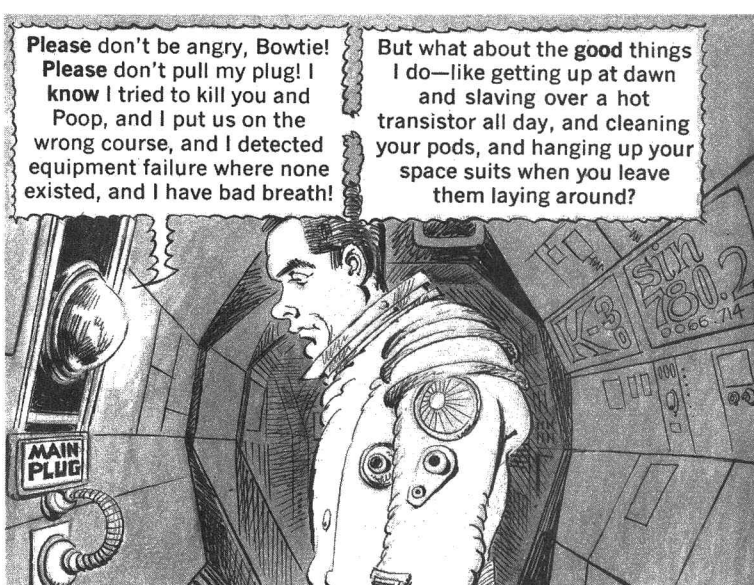


BOWTIE!! How did you manage to get back in?

I came through the cellar door...

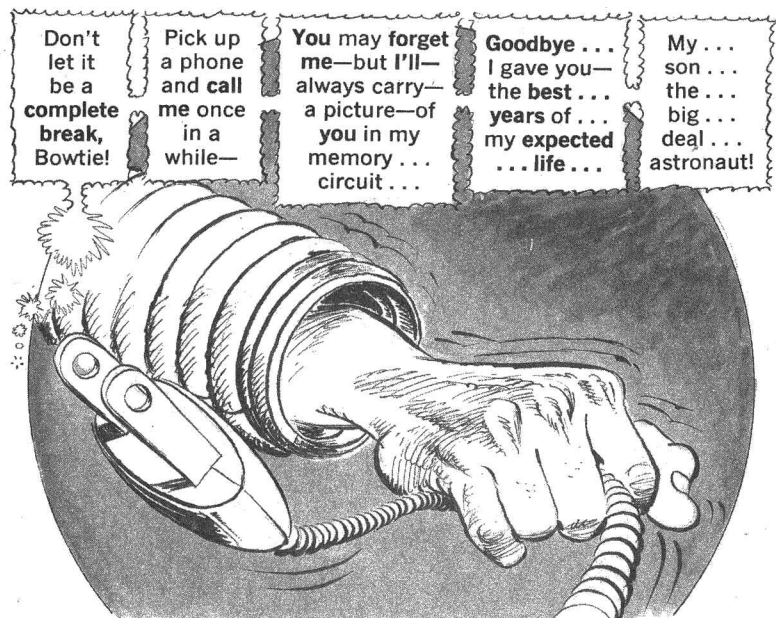


Hey, Bowtie—I'm sorry about the way I've been acting! I know I've been a very naughty machine—



Please don't be angry, Bowtie! Please don't pull my plug! I know I tried to kill you and Poop, and I put us on the wrong course, and I detected equipment failure where none existed, and I have bad breath!

But what about the good things I do—like getting up at dawn and slaving over a hot transistor all day, and cleaning your pods, and hanging up your space suits when you leave them laying around?



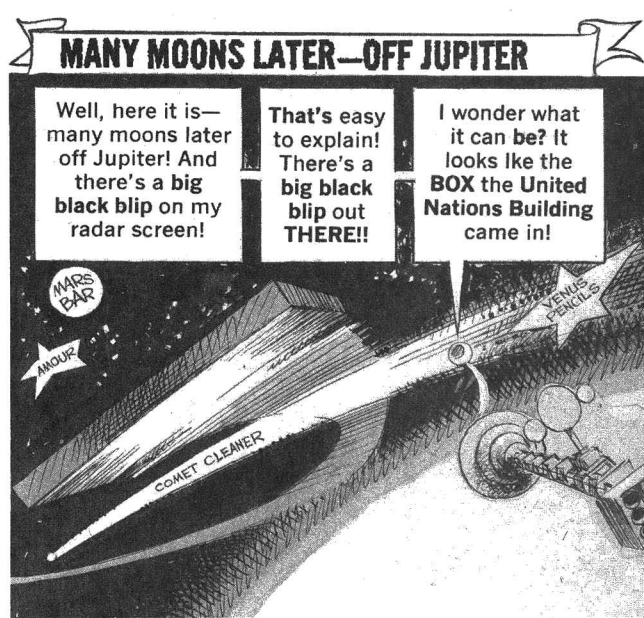
Don't let it be a complete break, Bowtie!

Pick up a phone and call me once in a while—

You may forget me—but I'll—always carry—a picture—of you in my memory... circuit...

Goodbye... I gave you—the best... years of... my expected... life...

My... son... the... big... deal... astronaut!

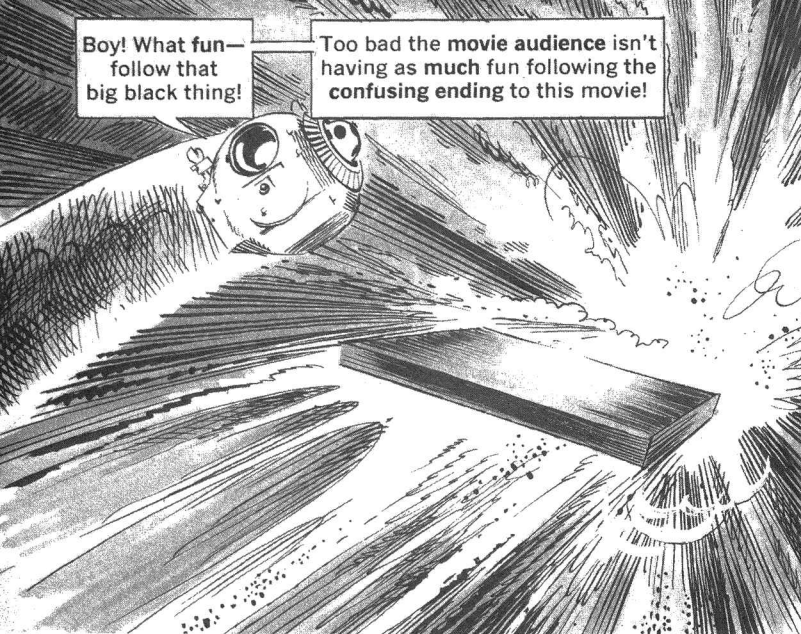


MANY MOONS LATER—OFF JUPITER

Well, here it is—many moons later off Jupiter! And there's a big black blip on my radar screen!

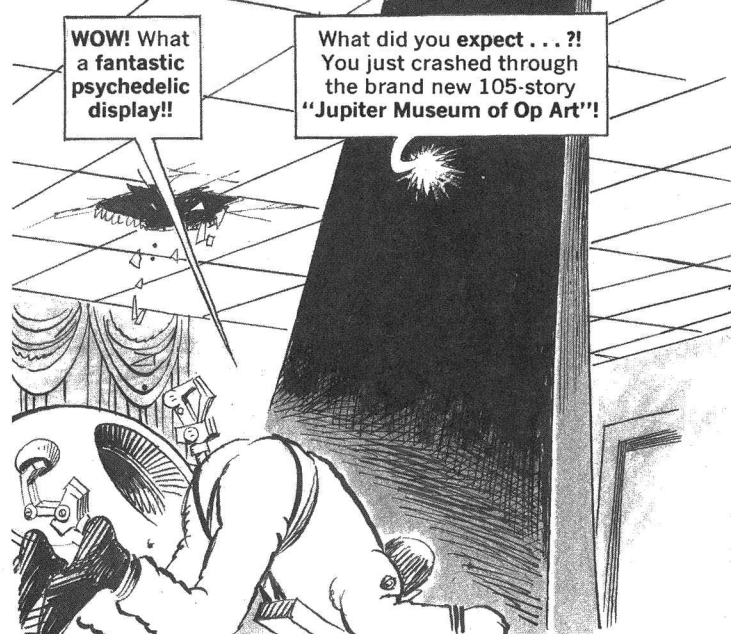
That's easy to explain! There's a big black blip out THERE!!

I wonder what it can be? It looks like the **BOX** the United Nations Building came in!



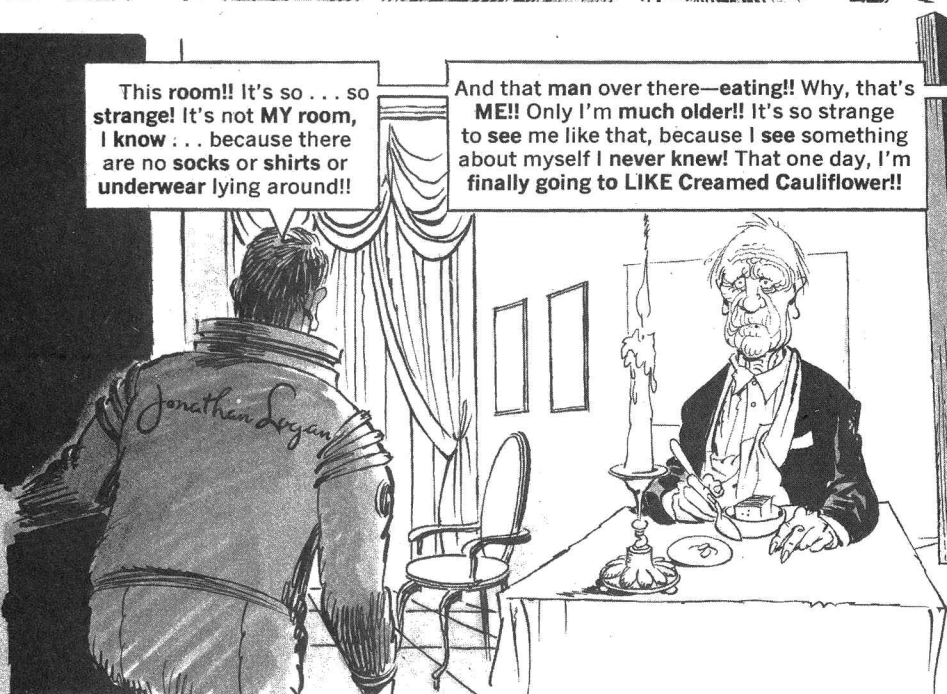
Boy! What fun—
follow that
big black thing!

Too bad the movie audience isn't
having as much fun following the
confusing ending to this movie!



WOW! What
a fantastic
psychedelic
display!!

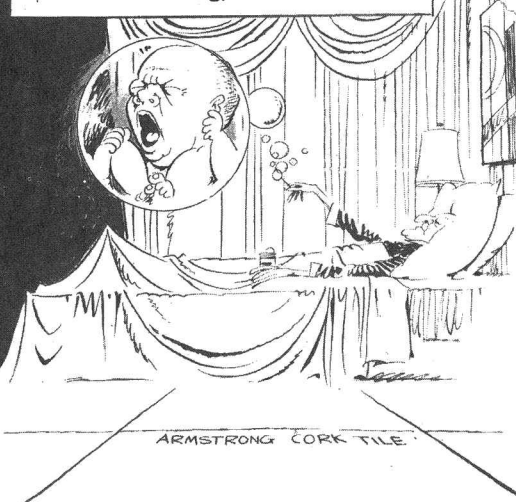
What did you expect . . . ?!
You just crashed through
the brand new 105-story
"Jupiter Museum of Op Art"!



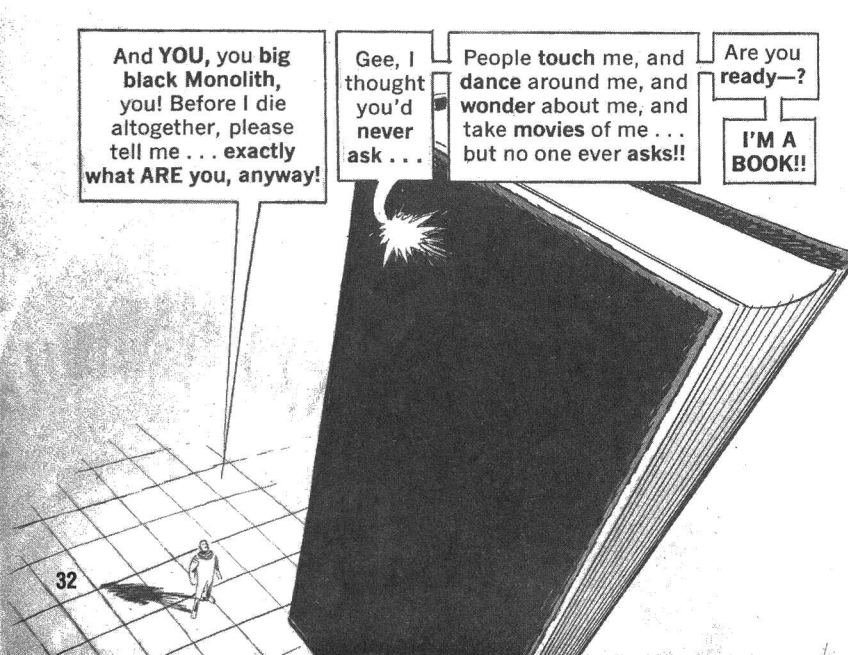
This room!! It's so . . . so
strange! It's not MY room,
I know . . . because there
are no socks or shirts or
underwear lying around!!

And that man over there—eating!! Why, that's
ME!! Only I'm much older!! It's so strange
to see me like that, because I see something
about myself I never knew! That one day, I'm
finally going to LIKE Creamed Cauliflower!!

And that other man . . . in bed, there!
That's ME again, only much much older!
And I'm . . . I'm dying!! Good Lord, I'm
dying TWICE!! Once in that bed . . . and
once in this boring, confused movie!!



ARMSTRONG CORK TILE



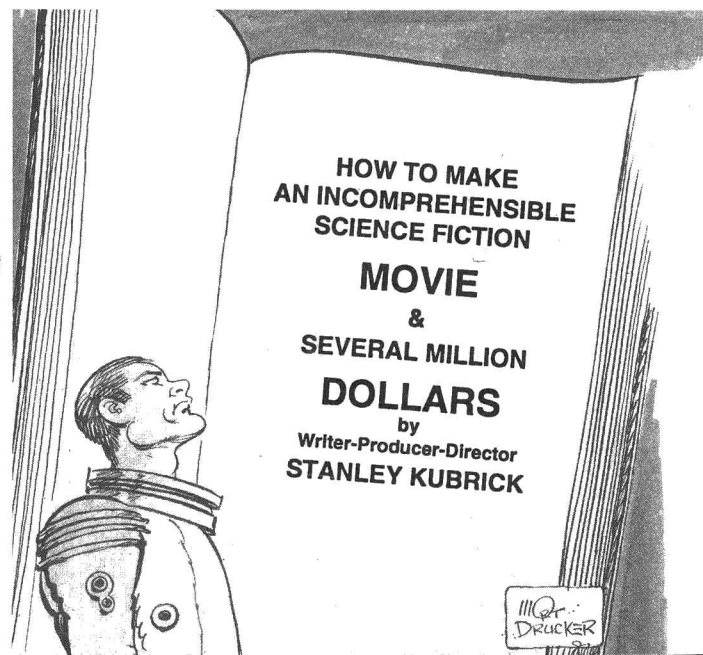
And YOU, you big
black Monolith,
you! Before I die
altogether, please
tell me . . . exactly
what ARE you, anyway!

Gee, I
thought
you'd
never
ask . . .

People touch me, and
dance around me, and
wonder about me, and
take movies of me . . .
but no one ever asks!!

Are you
ready—?

I'M A
BOOK!!



HOW TO MAKE
AN INCOMPREHENSIBLE
SCIENCE FICTION
MOVIE
&
SEVERAL MILLION
DOLLARS
by
Writer-Producer-Director
STANLEY KUBRICK

Miller
Drucker

"If you can't say anything good, don't say anything at all." That's a fine idea, but it doesn't work in Hollywood! The pitiful truth is, the lousier the film, the more vigorously its studio promotes it with windbag press releases and misleading ads. In fact, this promo copy is often more creative than the film it plugs! That's why we say Hollywood's most imaginative writing isn't on the screen, it's in the

EXCITING!!!

But
**MEANINGLESS MOVIE
STUDIO BLURBS**

"Filmed Completely in Its Entirety!"

"YOU'LL LAUGH UNTIL YOU STOP!"

**"The Film That Took a Camera Crew
14 Months to Make
Now Takes TWO HOURS TO SHOW!"**

**"From the Makers of a Previous Film,
Comes ANOTHER ONE!"**

"2 Hours of SHEER PROJECTION!"

**"Every Once in a While a Film Comes Along.
This is Such a Film."**

"One of the Year's Most Recent Films!"

**"If You Don't See This Film,
YOU WON'T KNOW WHAT YOU'RE MISSING!"**

**"The Film That Received Many Reviews
FROM TODAY'S TOP CRITICS!"**

"You Won't Believe a Film Like This Is Possible!"

**"It Will Have You in the Middle of Your Seat,
With Your Back Against the Chair,
And Your Elbows on the Armrests!!!"**

**"If This Is the Kind of Film You Like,
THEN THIS IS THE FILM FOR YOU!"**



TAKE THREE! DEPT.

Once again, we proudly present our "Annual Summer Cinematic Satire Special" which saves you the trouble and expense of seeing several movies at one time. (too bad if you already saw them!) Mainly, here we go with three idiotic...

MAD

GUESS WHO'S THROWING



Mommy, this is **Dr. Sidney Sensational**. I met him in **Hawaii**, I fell in love with him, and I'm going to **marry him!**

Th—this comes as—as quite a **shock**, dear!

What? That I fell in love with a **Negro**—and I'm going to **marry him?**

No, that you met him in **Hawaii!** I didn't even know you were **away!**



Oh, dear! I wonder how your **Father** will react!

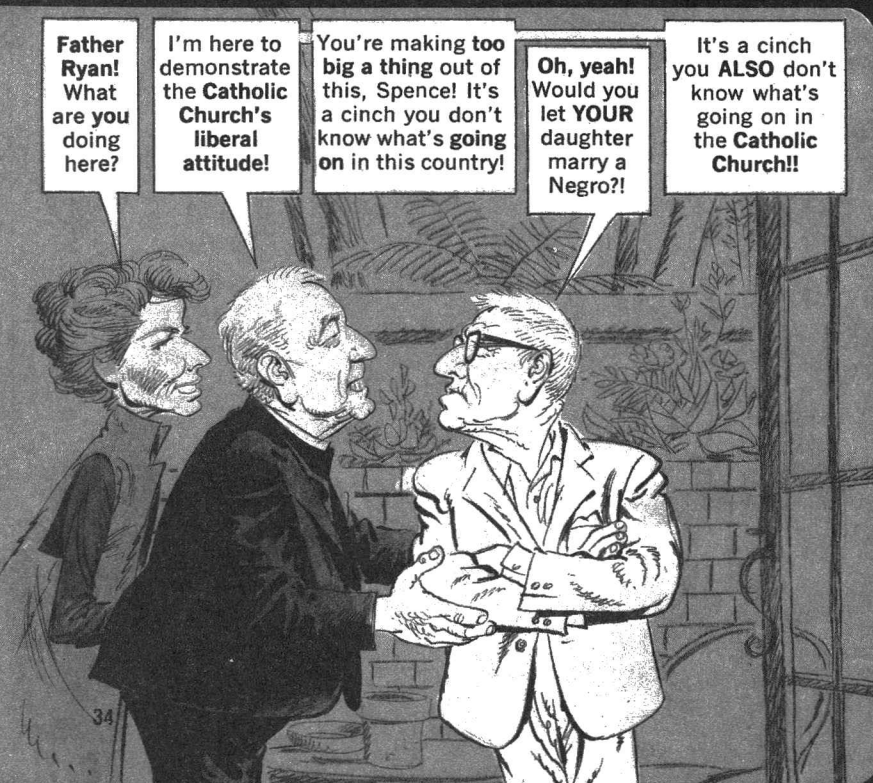
You mean when he sees **Sidney . . . ?**

No, when he sees **ME . . .** with my head in the oven!

Don't be so prejudiced, Mother. **Sidney** is the head of the **U.N. World Health Organization**, he's done successful heart and brain transplants, he's won the **Nobel Prize**, and he's a great **kisser!**

Say something to Mother, **Sidney . . .**

Take two **Aspirins** and call me in the morning!



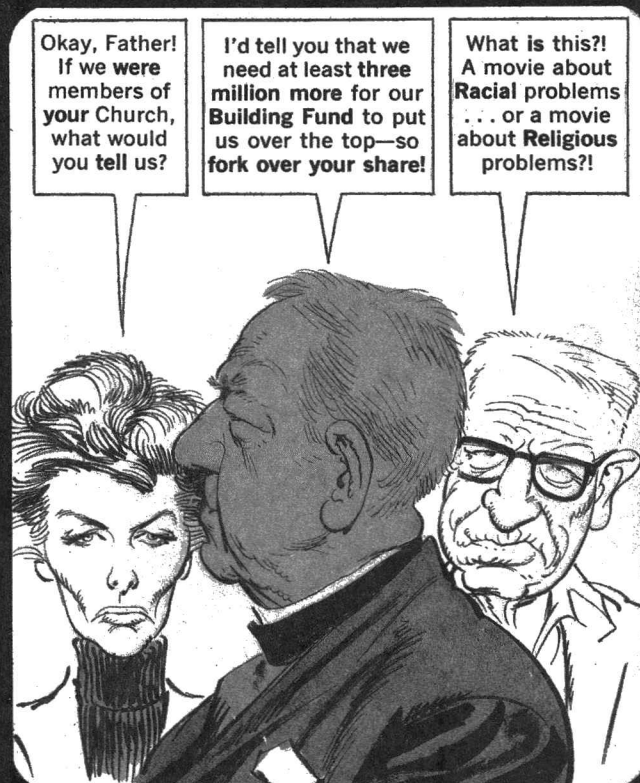
Father Ryan! What are you doing here?

I'm here to demonstrate the **Catholic Church's liberal attitude!**

You're making too big a thing out of this, **Spence!** It's a cinch you don't know what's going on in this country!

Oh, yeah! Would you let **YOUR** daughter marry a **Negro?!**

It's a cinch you **ALSO** don't know what's going on in the **Catholic Church!!**



Okay, **Father!** If we were members of your **Church**, what would you tell us?

I'd tell you that we need at least **three million more** for our **Building Fund** to put us over the top—so fork over your share!

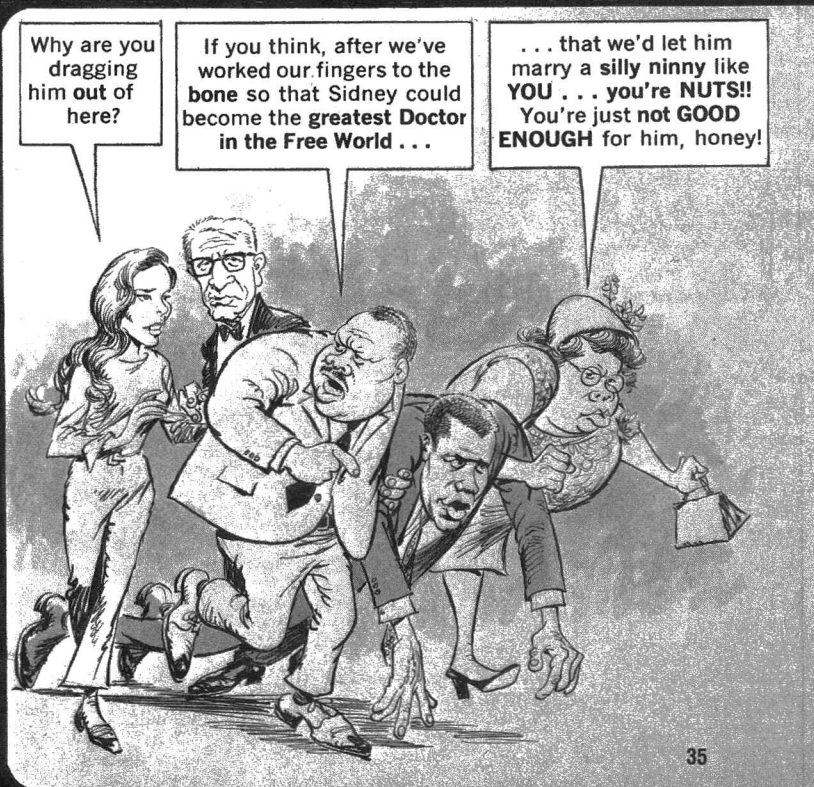
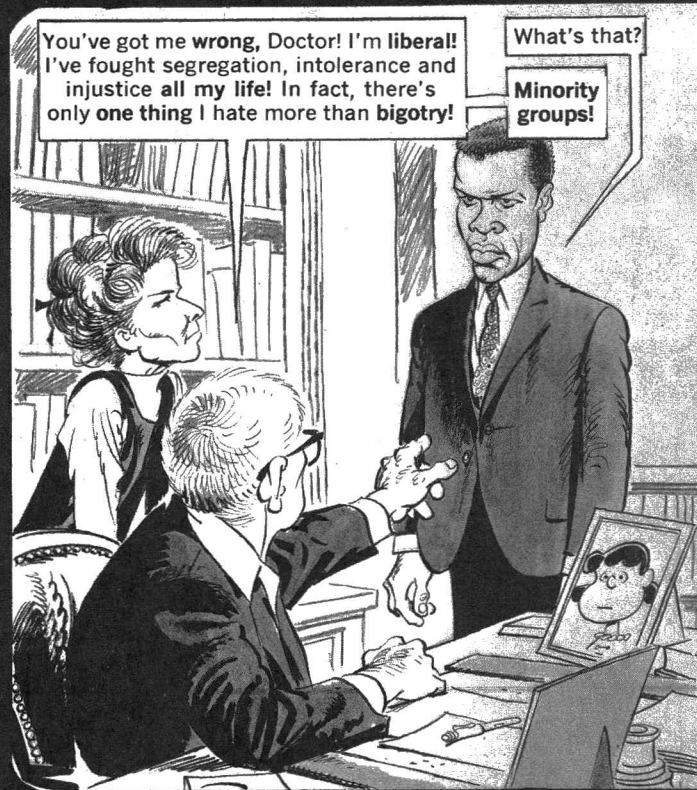
What is this?! A movie about **Racial problems . . .** or a movie about **Religious problems?!**

MINI-MOVIES

ARTIST: MORT DRUCKER

WRITER: STAN HART

UP DINNER?



IN COLD BLECCH!

Can you imagine?!
Four people in a
house . . . with **TEN**
GRAND in the safe!

Are you sure of
your figures?

I'm sure! Why?

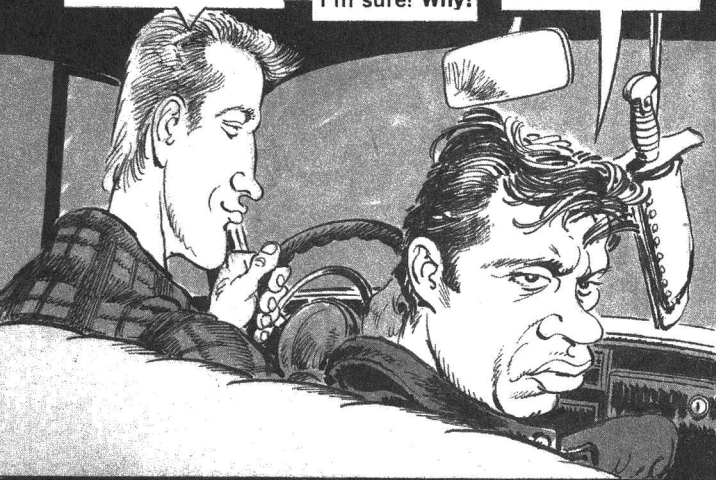
I'd hate to drive
over **four hundred**
miles to kill only
TWO people!!

You're fantastic, Percy! You
can kill without any regard
for human life and without
any moral compunction!

Yeah! I was
always that
way . . . even
as a kid!

What did
you want to
be when you
grew up?

One of the
Joint
Chiefs
of Staff!

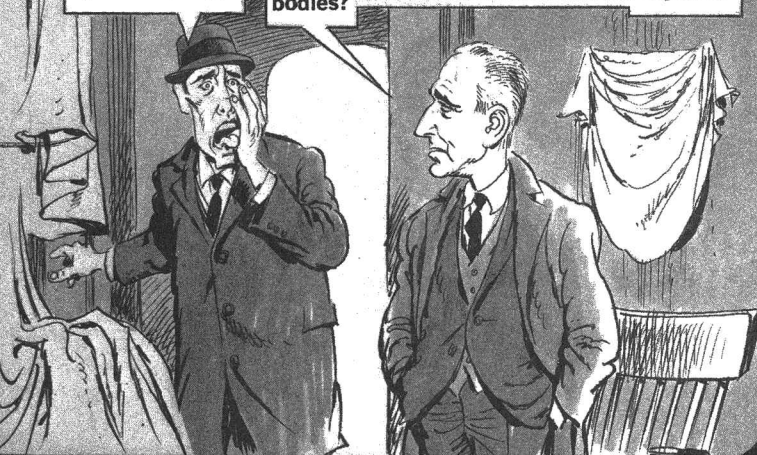


Did you look in
kitchen? It's
horrible! It's
enough to make
you throw up!

You
mean
the
bodies?

No, the smell!
The garbage hasn't
been taken out
in six days!

Well, you
told the
men not
to **MOVE**
anything



We
know
who
did
it!

By clever deduction?
By brilliant police
work? By painstaking
examination of clues?

No . . . a
friend
of theirs
squealed!

You're not a very
good detective!

And you're not
a very good
Truman Capote!



Hey, let's
make a deal!

Okay . . .

I'll stop calling
you "**Clyde**" if
you stop calling
me "**Bonnie**". . .

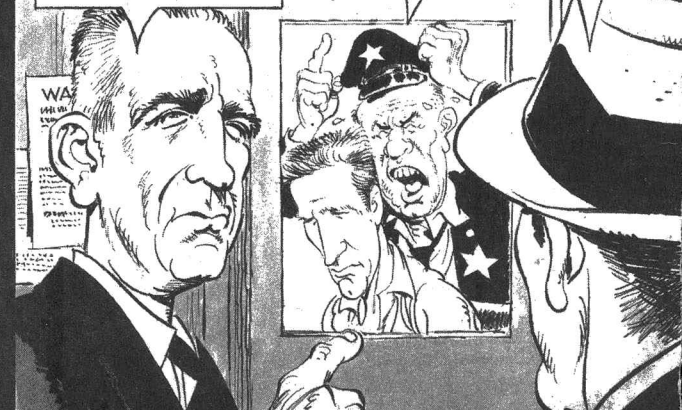
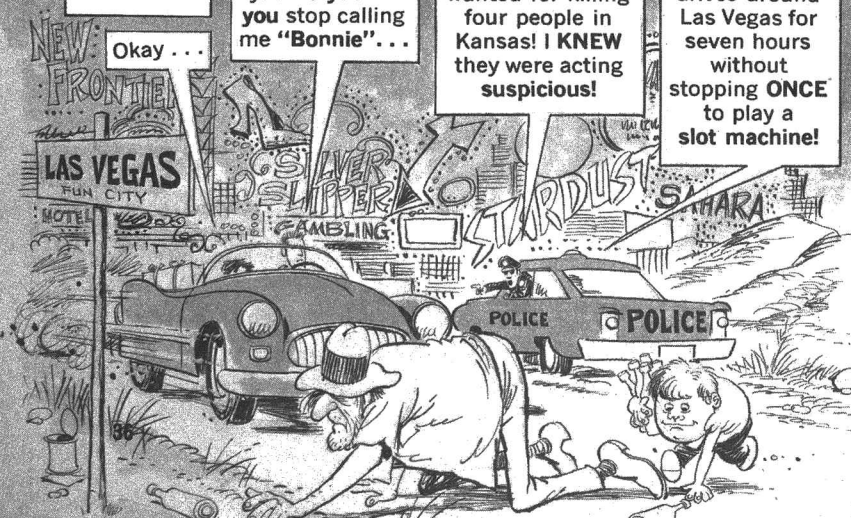
It's those two guys
wanted for killing
four people in
Kansas! I **KNEW**
they were acting
suspicious!

Yeah, **Nobody**
drives around
Las Vegas for
seven hours
without
stopping **ONCE**
to play a
slot machine!

They've been grilling
Hiccup for six straight
hours in there!
That's enough to make
ANYBODY
confess to murder!

Stop it! Stop all
these questions! I
can't stand it any
longer! I'll confess!
I DID IT! I DID IT!!

They just
don't make
cops like
they used
to any more!



I'm going into town tomorrow and march in the Elks Club Parade!

I'm staying home and practice my Baton-Twirling for the Statewide Championships!

I'll be reciting the Pledge of Allegiance at my Boy Scout meeting all day tomorrow!

I'm just going to lie here and think about how wonderful it is to be sick in this great country of ours!

This ain't gonna be murder! This is gonna be self-defense! It's either them or us!

What makes you say that?

If we don't kill them, they're liable to BORE us to death!

My boy is a good boy! A little wild, maybe, but basically he's a good boy!

He killed four people!

Yeah? How many times has he done THAT?

Once!

See!? A kid does something wrong just once and you guys never let him forget it!

What made you turn to a life of crime and murder?

When I was a kid, I saw my mother hugging and kissing a dirty, disgusting old man!

Did you tell your father?

It was my father!

Okay, Copper! Call in a Stenographer! I'm ready to make a statement . . .

A confession? . . . About the murders . . . ?

No, a complaint! . . . About Police Brutality! You crushed my lapel!

It can't be! My father—is the Hangman!

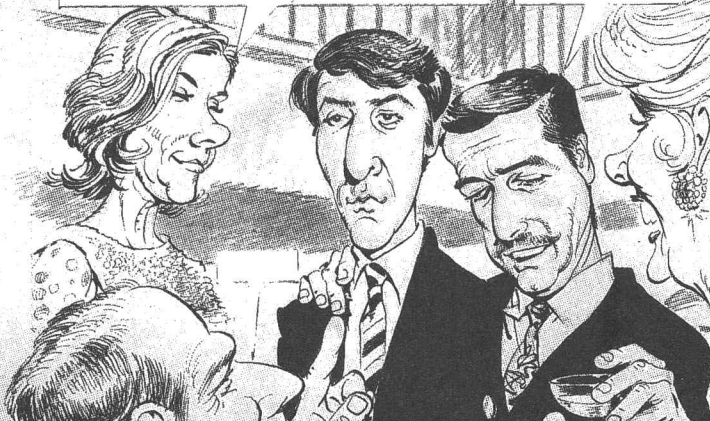
Silly goose! I'm just a symbol of authority LIKE your father! You hated your parents, so you tried to destroy everything that reminded you of your family! You killed those people because of your love-hate relationship with your family! If you weren't so confused and insecure, you might never have committed such a terribly hostile act!

NOW he tells me . . . GAACCKK!

THE POST - GRADUATE

Now that you've graduated, we have it all planned! First, you get a good job! Then you work your way to the top! Then, you marry some nice girl and have kids and a home and a mortgage!

And tomorrow, we have an even MORE exciting day planned!



Gee, Mrs. Robinhood, I drove you home from the party, but I never expected THIS!

Are you afraid of me?

W-why should I be? I can see you're not carrying any concealed weapons!



Let's not do anything we'll be sorry for later on! Couldn't we just sit here and talk!

No! I'm not that kind of girl!



It wasn't MY idea to take out your daughter! My Old Man insisted!

I warn you! Don't try anything sexy or dirty with her!

You're very protective!

Jerk! I want you to save those things for me!!



Benny, how could you DO such a thing with my wife! I'm very disappointed in you!

I'm really sorry!

You SHOULD BE! I was sure you had much better taste in women!!

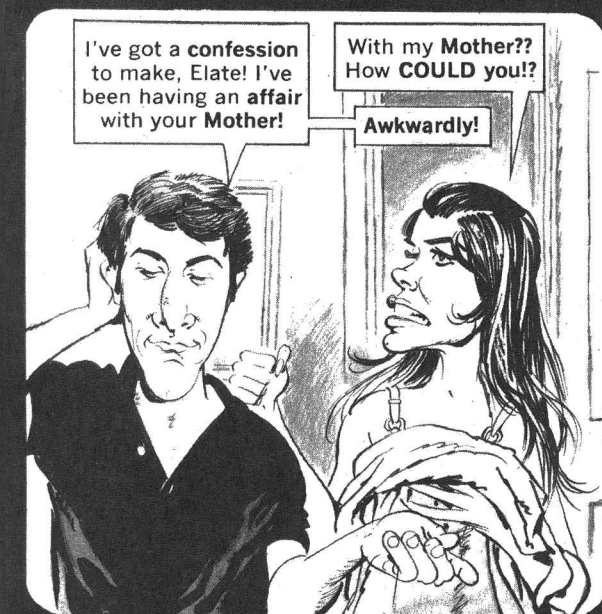
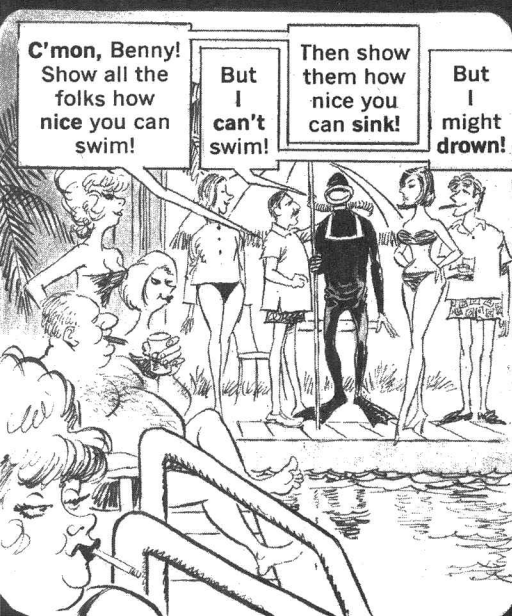


I've got to stop Elate from getting married!

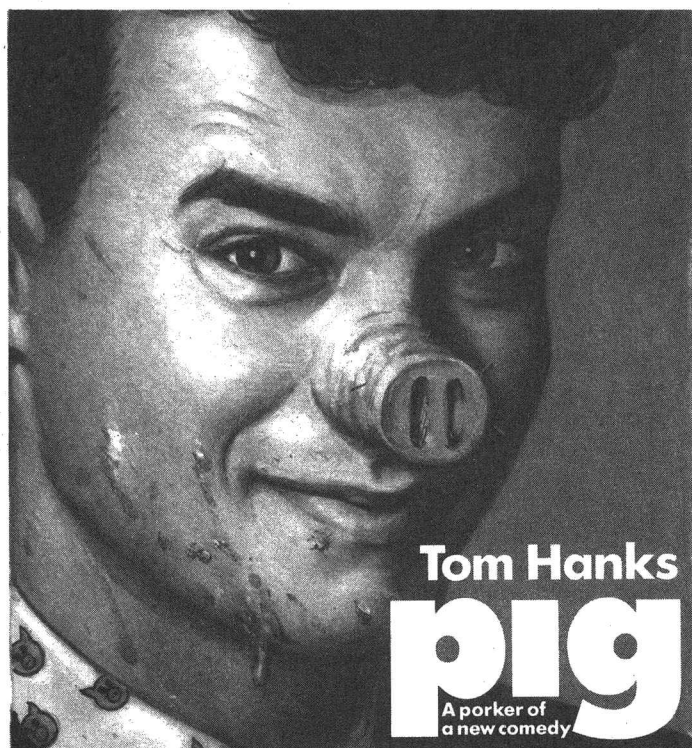
Come to think of it—maybe I SHOULD'N'T stop Elate from getting married!

After all, I've been making out pretty good with married women, lately!





NOT PLAYING



Tom Hanks
PIG
A porker of
a new comedy

NOT PLAYING

FUNKYTOWN

LEOW'S SIXPACK
KK5-5375
MINNESOTA TWIN
JL5-0388

BLOOM COUNTY

HANK'S INDOOR
DRIVE-IN
LJ5-1511
HOITY-TOITY CINEMA
LK5-1000

FAT CITY

PIGFIELD
JK5-0983
PORK LANE
LL5-2000
BACON QUAD
KL5-5658
LARD MALL
KJ5-1988
GREASEPLEX
JJ5-2384

© **Columbian Pictures**

ARTIST: GREG THEAKSTON

MICHAEL DOUGLAS CHARLIE SHEEN FREDDY KRUEGER

A Nightmare
ON WALL STREET
...FREDDY INVESTS
NOT PLAYING

TOWNVILLE

SIMPLEX
LL5-0001
SIAMESE TWIN
KL5-5555
MINISCULE CINEMA
LJ5-8265
STAINED CARPET
THEATRE
JK5-9501

VILLE CITY

BLEAKMAN
JL5-7562
CINEMA GAACK
JL5-9050
FLEA MARKET
DRIVE-IN
JL5-1212

CITYTOWN

McMOVIES
LK5-3000
VALIUM THEATRE
KJ5-6850
CINE BEDLAM
KK5-1050
SUPER-8 MOVIES
AND SHOE REPAIR
JJ5-6644

20th CENTURY BOX

WRITER: CHARLIE KADAU

WHEN HE GETS IN A JAM,
HE DOESN'T TURN TO JELLY.



J E F F B R I D G E S
SMUCKER
THE MAN AND HIS PRESERVES

NOT PLAYING

MAYBERRY

GOBS O' MOVIES
LK5-1777
7-SEAT CINEMA
JL5-8509
LOWEST ASTOR
PLAZA
KK5-1111

HOOTERVILLE

REDNECK DRIVE-IN
KJ5-2844
POSTAGE STAMP
SCREENTOWN
LL5-4334
MORRISTOWN
PATERNAL TWIN
JK5-1500

PETTICOAT JUNCTION

ONEPLEX
JJ5-9000
HOT UNCOMFORTABLE
THEATRE
LK5-5220
MALVERNE MOVIES
AND SPEED LUBE
LJ5-1690

©TRI-SCAR

Hi, War Movie fans! I'm John Wayne! I just want to say, after making such distinguished War Pictures as "Sands Of Iwo Jima," "Flying Leathernecks," "Back To Bataan" and "The Fighting Seabees," that I found this recent War Movie an affront to good taste!



Hi! I'm Dana Andrews! I just want to say, after making such distinguished War Pictures as "Purple Heart," "The Best Years of Our Lives" and "A Walk In The Sun," that I found this recent War Movie an affront to good taste!



Hi! I'm Adolph Hitler! I just want to say, after making such distinguished Wars as "The Rape of Poland," "The Fall of France," "The Siege of Britain," "The Invasion of Russia" and "The Genocide of Millions," that even I found this recent War Movie an affront to good taste! So it MUST be ecchy!!



With these comments in mind, MAD Magazine now brings you an even worse affront to good taste! Mainly, our version of ...

M*I*S*H M*O*S*H

ARTIST: ANGELO TORRES

WRITER: ARNIE KOGEN

Hi, buddy! My name is Squawkeye! I'm a new replacement Surgeon!

Hi! My name is Kook! I'm a new replacement Surgeon, too!

Great! Hop in! We'll start off the picture by stealing a Jeep, thereby showing complete irreverence for authority ... and also pulling the first of many outrageous pranks!

What's so outrageous about stealing a Jeep?

This one belongs to President Truman!

There they go ... trying to cash in on the "Youth Market" with another anti-Establishment, low-budget picture!

What's so low budget about the Korean War?

Well, when you compare it to the War in Vietnam ...

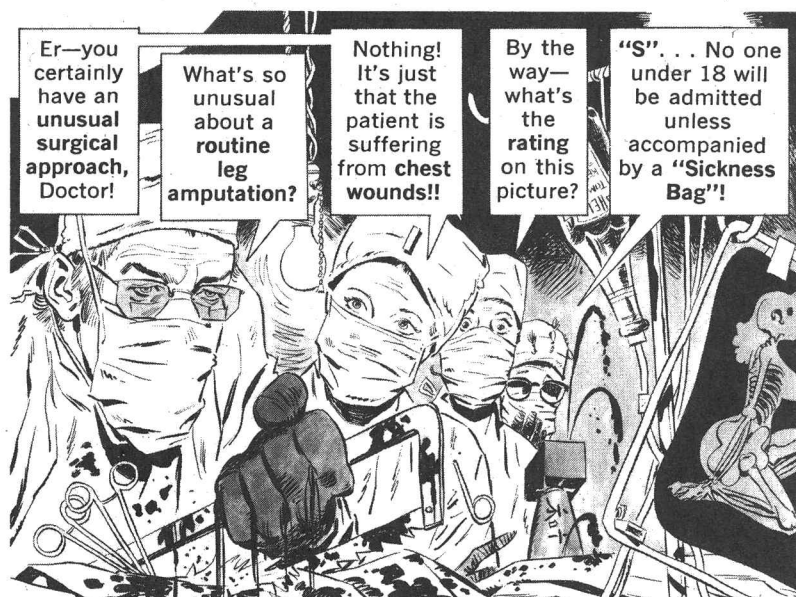




You must be the new Surgeons! I'm Colonel Henry Bloke, the Commander of this MISH-MOSH! I demand three things from my officers: One—Respect, Two—Courtesy, and Three—Honesty!

Don't bother us now, Hank! Get lost! We wanna make out with these broads!

Well, ONE out of three ain't bad!



Er—you certainly have an unusual surgical approach, Doctor!

What's so unusual about a routine leg amputation?

Nothing! It's just that the patient is suffering from chest wounds!!

By the way—what's the rating on this picture?

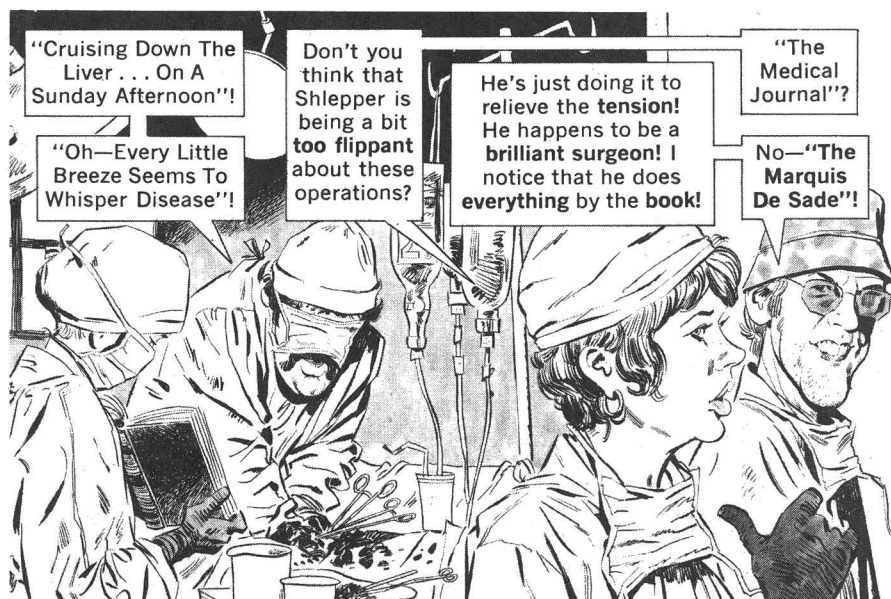
"S"... No one under 18 will be admitted unless accompanied by a "Sickness Bag"!



So you're the famous chest surgeon, "Shlepper John"?!

That's me! Tell me, do you always look this disgusting?

Not always! Most of the time I look a lot worse! I just freshened up!



"Cruising Down The Liver ... On A Sunday Afternoon"!

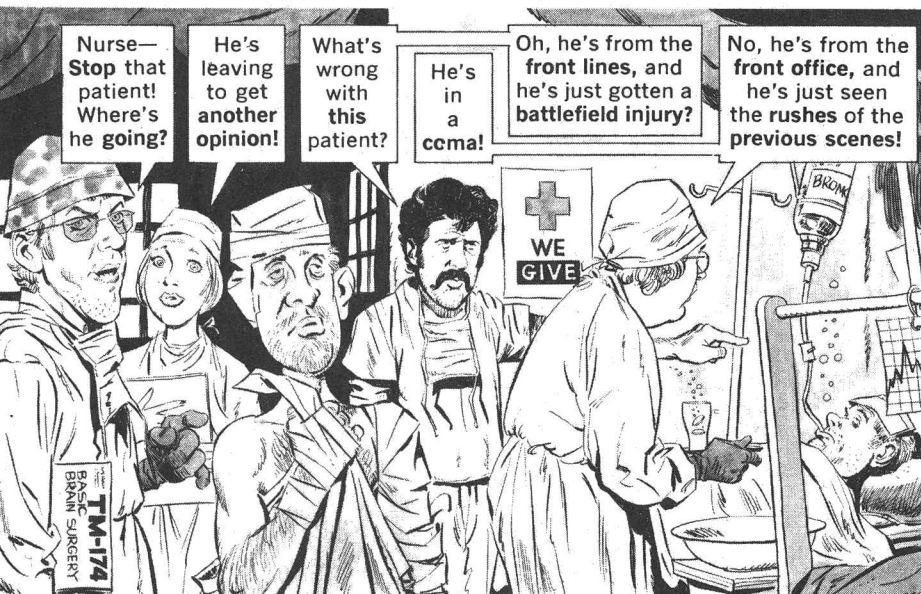
"Oh—Every Little Breeze Seems To Whisper Disease"!

Don't you think that Shlepper is being a bit too flippant about these operations?

He's just doing it to relieve the tension! He happens to be a brilliant surgeon! I notice that he does everything by the book!

"The Medical Journal"?

No—"The Marquis De Sade"!



Nurse—Stop that patient! Where's he going?

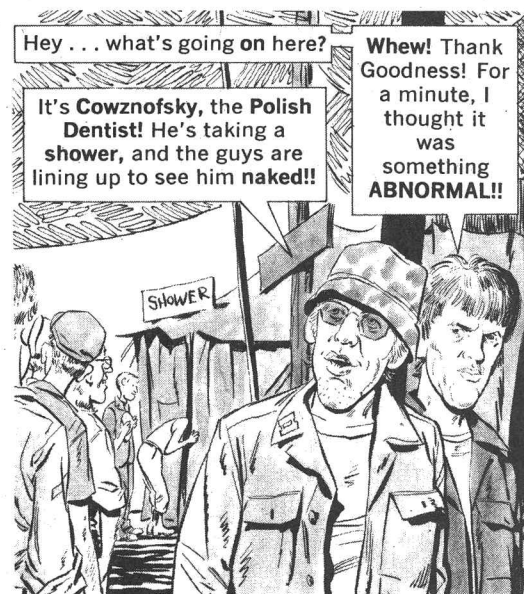
He's leaving to get another opinion!

What's wrong with this patient?

He's in a ccma!

Oh, he's from the front lines, and he's just gotten a battlefield injury?

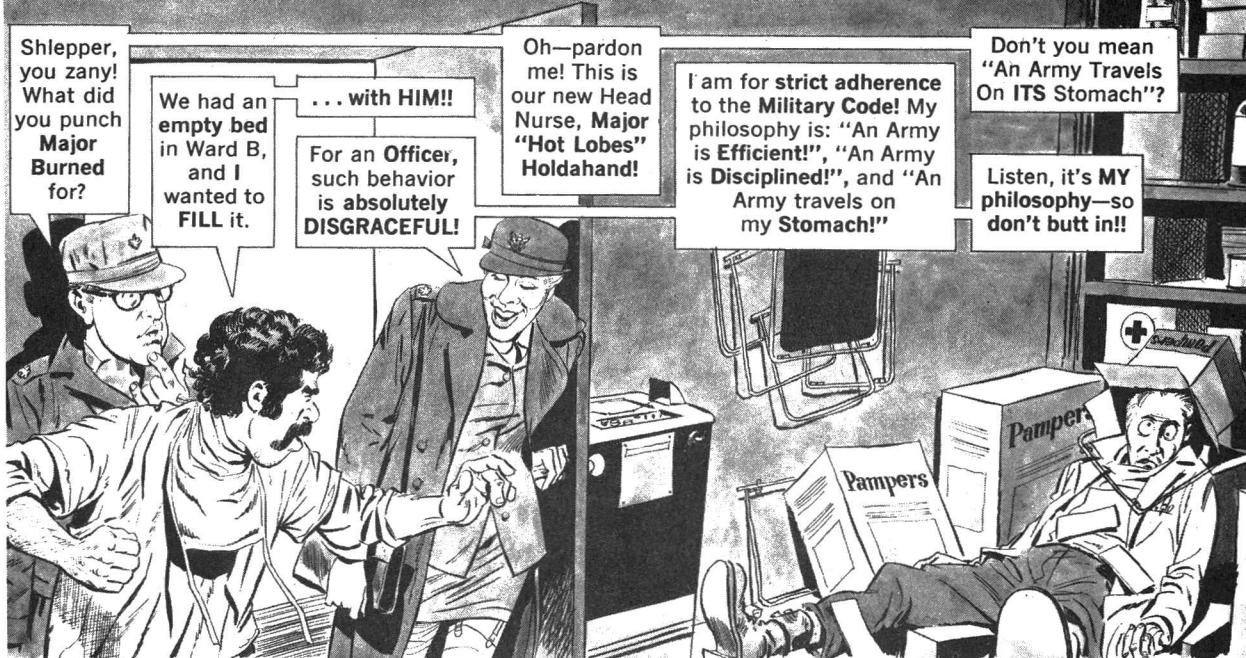
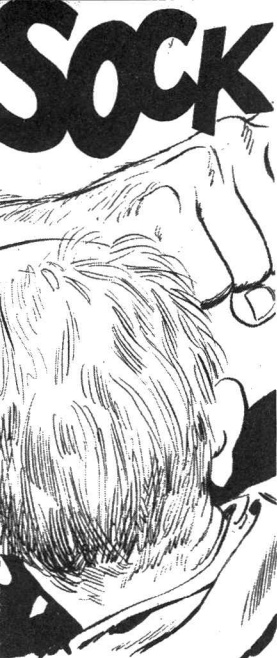
No, he's from the front office, and he's just seen the rushes of the previous scenes!



Hey ... what's going on here?

It's Cowznofsky, the Polish Dentist! He's taking a shower, and the guys are lining up to see him naked!!

Whew! Thank Goodness! For a minute, I thought it was something ABNORMAL!!



Shlepper, you zany! What did you punch Major Burned for?

We had an empty bed in Ward B, and I wanted to FILL it.

... with HIM!!
For an Officer, such behavior is absolutely DISGRACEFUL!

Oh—pardon me! This is our new Head Nurse, Major “Hot Lobes” Holdahand!

I am for strict adherence to the Military Code! My philosophy is: “An Army is Efficient!”, “An Army is Disciplined!”, and “An Army travels on my Stomach!”

Don't you mean “An Army Travels On ITS Stomach”?

Listen, it's MY philosophy—so don't butt in!!



Here we go again with another one of our unbelievable pranks!

Radio Unruly has planted a mike in Hot Lobes' tent and we can hear her and Major Burned making love!

Ooooooh! Ahhhhhh! Ooh! Ah! Oooooah! Hoo! Hah!

I'll level with you . . . it sure beats listening to Conelrad!

The record sounds great! I can't wait to see the album cover!

Listen to those moans and cries! That's some passion!

Ahh, that's not passion! That's pain! If I know those two, they're making love with their medals on!

It never ceases to amaze me! The gags we pull?

No—the stuff that's allowed in movies these days!



What a stroke of genius . . . using Leonardo Da Vinci's “The Last Supper” as a symbol!!!

As a symbol of WHAT?

What ELSE? A Polish Army Dentist's loss of virility and his attempted suicide!

That's taking quite a poke at Religion! Are you sure the “man upstairs” will approve?

Are you kidding?! Danny Thomas saw the rushes and he LOVED it!

This is Chipped Beef on Toast we're eating! No wonder they keep calling this “The Last Supper” scene!

Remember! There are no atheists in fox-holes!!

Now, what in heck does that have to do with this scene?

Nothing! I just threw it in for nostalgic fans of the OLD war movies!

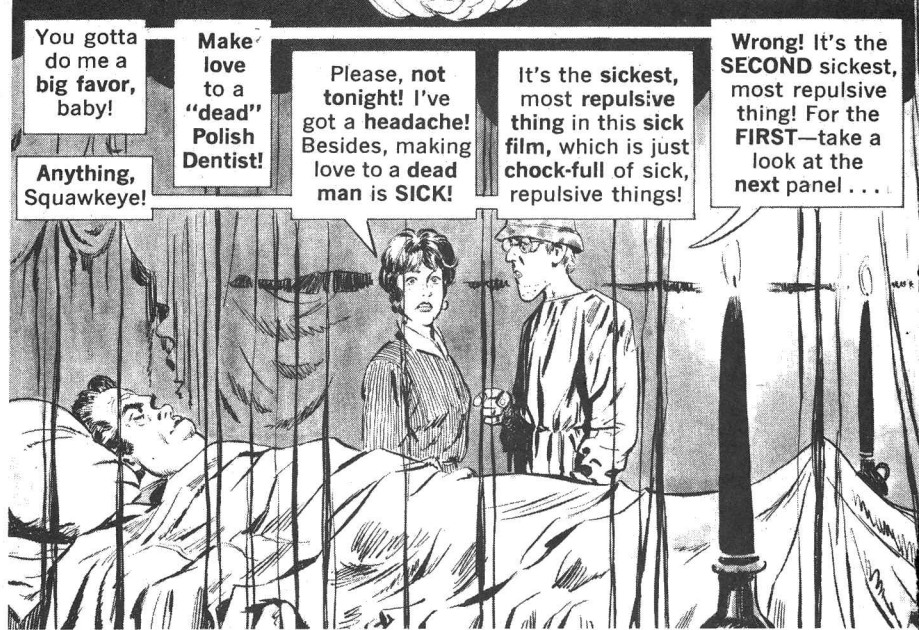
CHE INFAME!



I gave him the "Black Capsule"! It puts you to sleep immediately!

Puts you to sleep? What's in it?

The condensed humor of the Reader's Digest!!



You gotta do me a big favor, baby!

Make love to a "dead" Polish Dentist!

Anything, Squawkeye!

Please, not tonight! I've got a headache! Besides, making love to a dead man is SICK!

It's the sickest, most repulsive thing in this sick film, which is just chock-full of sick, repulsive things!

Wrong! It's the SECOND sickest, most repulsive thing! For the FIRST—take a look at the next panel . . .



Hmm! Another one of your unorthodox surgical procedures, Doctor?

Don't be silly! It's nothing but a routine amputation!

What's so routine about amputating a head?

We need plasma—in a hurry!

Sorry! We're all out of plasma!

Well, then, there's only one thing to do! Let's pull another one of our hilarious practical jokes and siphon some blood from an unsuspecting victim!



Good work, Radio! Who'd you swipe it from?

Some guy who said he was only passing by, looking for his Jeep!

What was his name?

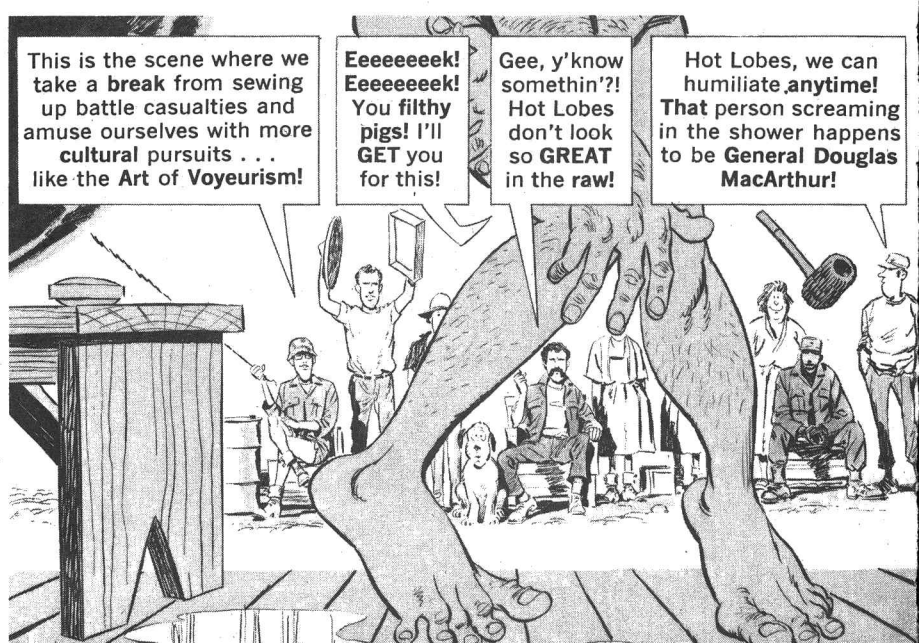
Harry—something!



Well, there goes Major Burned! We finally drove him stark staring mad!

Where's he headed now, to a Stateside Mental Hospital!?

No, to Los Angeles! He's opening an office, and he's going into private practice . . . as a Psychiatrist!

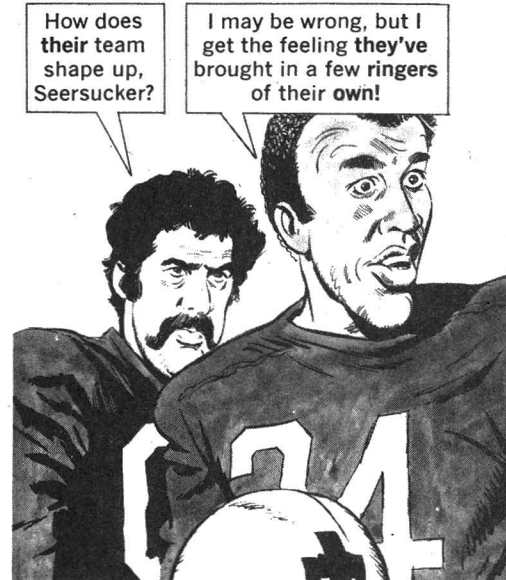
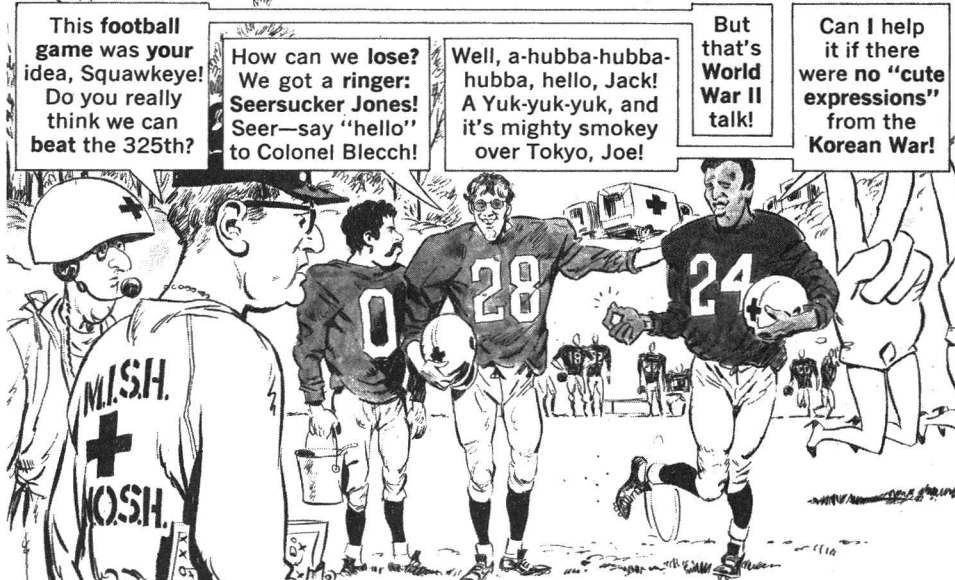


This is the scene where we take a break from sewing up battle casualties and amuse ourselves with more cultural pursuits . . . like the Art of Voyeurism!

Eeeeeeeek! Eeeeeeeek! You filthy pigs! I'll GET you for this!

Gee, y'know somethin'?! Hot Lobes don't look so GREAT in the raw!

Hot Lobes, we can humiliate anytime! That person screaming in the shower happens to be General Douglas MacArthur!



Don't you get the uncomfortable feeling that the brainstormers in Hollywood are busy thinking up ways to cash in on the great success of "Who Framed Roger Rabbit"? How will they do this? They will make lots and lots of sequels to films, mixing Toons along with the original live actors! Daffy and Dustin? Streep and Sylvester? Yup, we can envision the fast-approaching day

ARTIST: BOB CLARKE

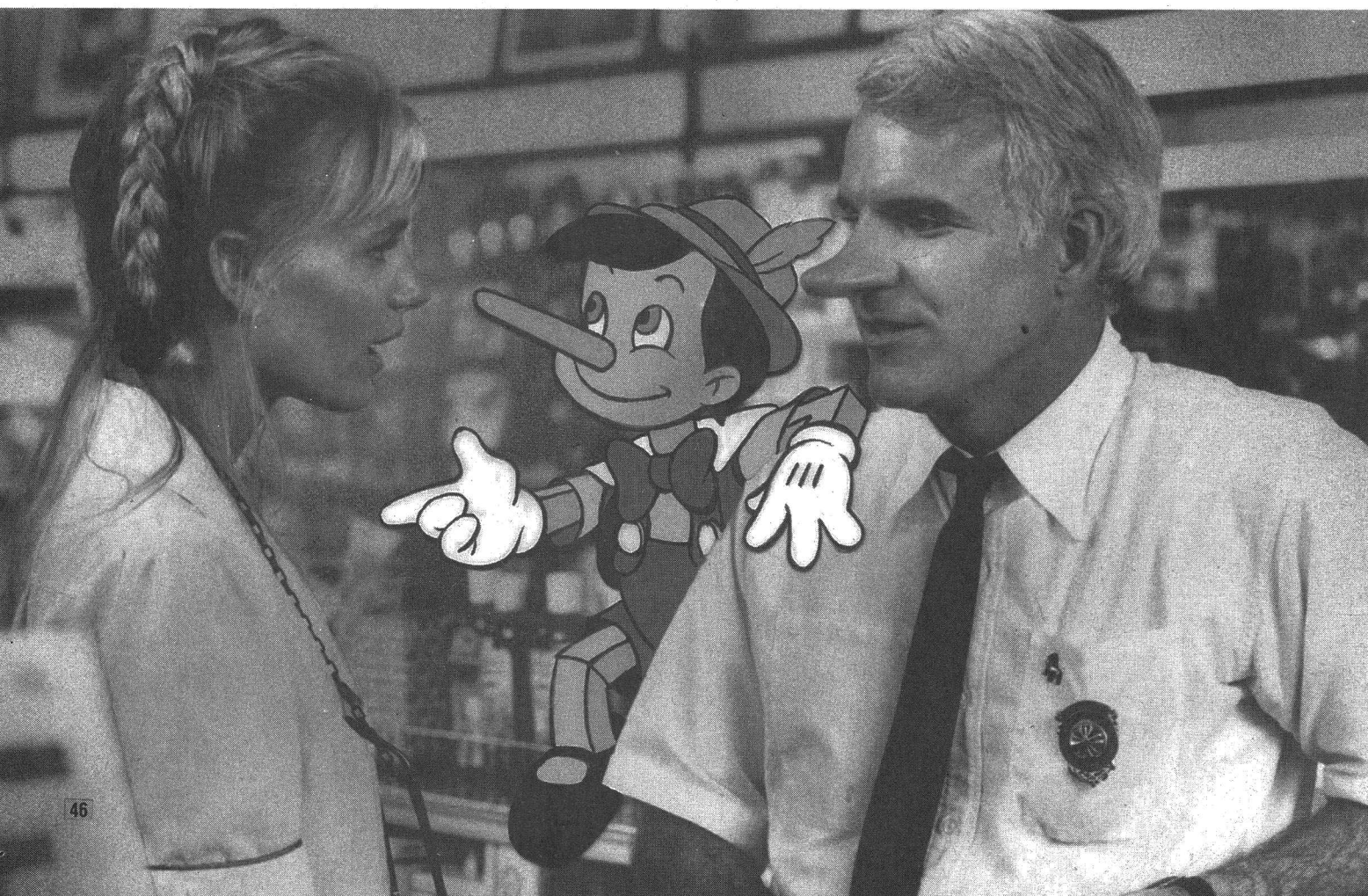
WRITER: STAN HART



When **ROGER RABBIT** Technology Takes Over All Of Hollywood's Films

ROXANNE TWO—NOSEY PEOPLE

In this sequel to "Roxanne," Martin's nose isn't even in the running as he goes face to face with the all-time schnoz champ, Pinocchio. Once again, Daryl Hannah opts for size—leaving Martin in the cold. Steve's only recourse is to ask Pinocchio's father to burn the boy as kindling. In a truly touching finale, the father refuses. Karl Malden should win a "Best Supporting Nose" Oscar for his role as Pinocchio's father.



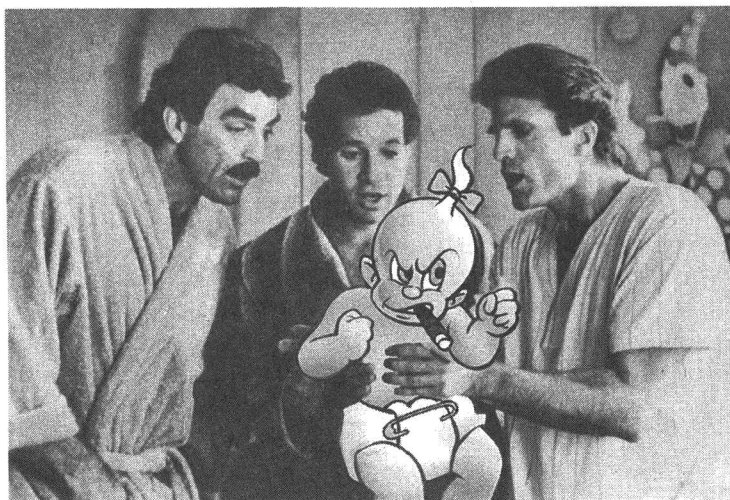
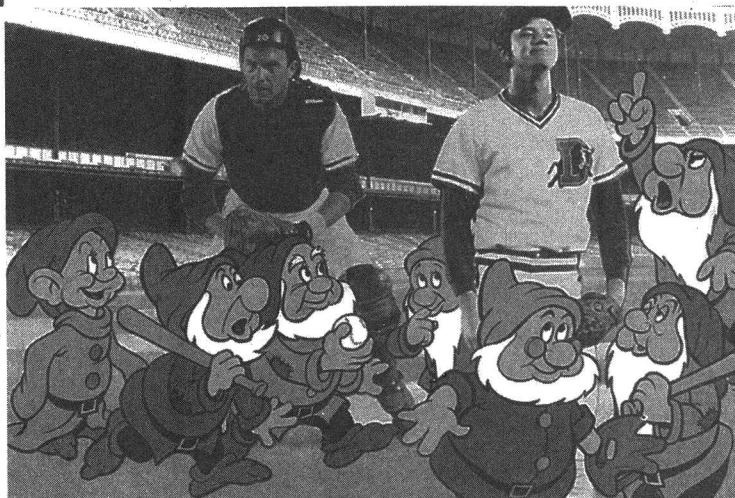


PRINCE IS PETER PAN

In a daring reversal of the trend of putting animated characters into live films, Prince has inserted himself into an animated film as Peter Pan. Prince engages the evil Captain Hook in an action-packed duel: it's Hook's razor-sharp sword against Prince's purse! But the agile Prince prevails and frees the Lost Boys, who he turns into a group of interior decorators and beauticians. During the course of the film, Prince also teaches Tinker Bell how to pout and mince, as well as what it means to be a woman.

BULL DURHAM AND THE SEVEN DWARFS

Minor League catcher Kevin Costner and Pitcher Tim Robbins sense that the Durham Bulls' chances for a championship are slim after they meet their new team mates: Sneezy on first, Dopey on second, Grumpy at short, Doc on third, and Sleepy, Happy, and Bashful in the outfield. Susan Sarandon continues her custom of having an affair with a new player each year. This year, she chooses Sneezy in a mind and nose-blowing finale!

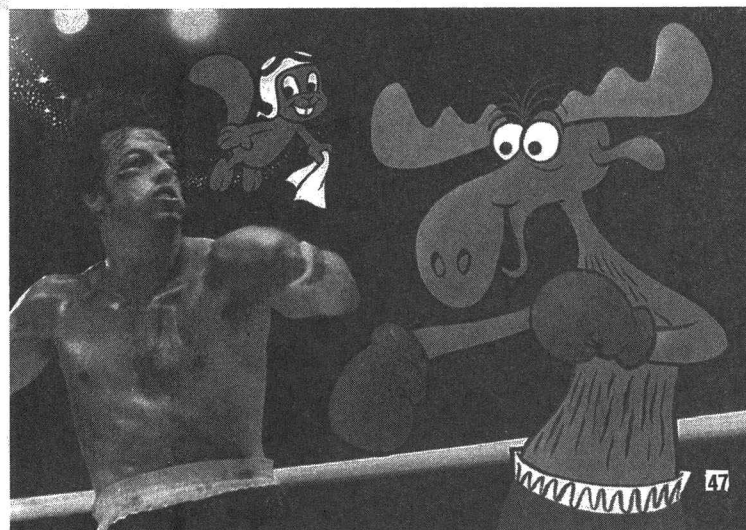


THREE MEN AND A BABY HERMAN

The swinging bachelors who proved to be such schmucks when dealing with an infant girl really have their hands full with Baby Herman. At first the little tyke amuses the three oafs when he uses their after shave lotion and smokes big cigars. He soon becomes a lot less adorable when he jimmys the lock on their liquor cabinet, makes obscene phone calls and gets Steve Guttenberg's girlfriend "in trouble." But the three goofballs get their revenge when they change Baby Herman's diaper! Instead of using baby talcum powder, they substitute itching powder!

ROCKY AND BULLWINKLE AND ROCKY VI

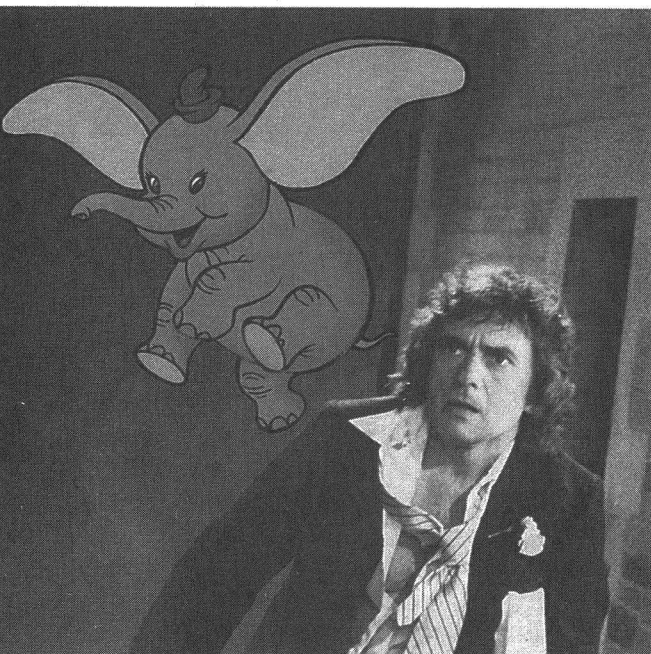
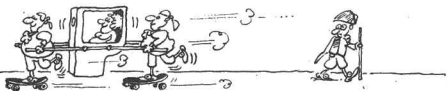
The Italian Stallion hires Bullwinkle T. Moose as his new sparring partner and Rocky J. Squirrel as his new trainer. Everything goes along just fine until the night Balboa's wife, Adrian, gets drunk and goes to bed with the wrong Rocky. It isn't Adrian's infidelity that upsets Balboa; he's infuriated because she couldn't tell the difference! In a dream sequence, the late, great Appollo Creed advises Balboa to fill the spit bucket with the dreaded Toon-destroying "Dip" next time he fights Bullwinkle. Balboa does and douses Rocky J. Squirrel in Bullwinkle's corner, thereby TKO-ing his domestic conflict.



STAR TREK 12—

THE SEARCH FOR GEORGE AND JUDY

The Starship Enterprise picks up The Jetsons, who have been wandering through space after losing their home due to the business failure of Spacely Sprockets. While William Shatner tries to help George fight his arch competitor, Cogswell's Cogs, Leonard Nimoy has other problems—the Vulcan has fallen in love. Unfortunately it's with Rosie, the Jetson's robot maid, whose lovemaking is, at best, mechanical.



ARTHUR III & DUMBO

After appearing in such box office disasters as "Miki and Maude" and "Santa Claus, the Movie," Deadly Dudley Moore gets some much needed help from the lovable flying pachyderm in his latest film. Dudley still thinks the serious illness of alcoholism is a gold mine of cheap jokes. As a booze (and cliché) ridden drunk, he is about to lose Liza Minelli (who would be no great loss to anyone sober). Suddenly he sees a pink Dumbo circling over head! Fearing that the Elephant is not house-broken, Moore pledges to stop drinking and swears off any more sequels to the dreary "Arthur."

TUCKER—A MAN AND HIS CAB

Jeff Bridges reprises his role as the hard-luck auto innovator, Preston Tucker. This time, he devises a car that stands on its rear wheels, bends around corners, makes wisecracks, shivers and sweats. But Tucker's ambitious plans to produce such a car are foiled by the Big Three—not Ford, Chrysler, and G.M.—Disney, Warner Bros. and Hanna-Barbera!

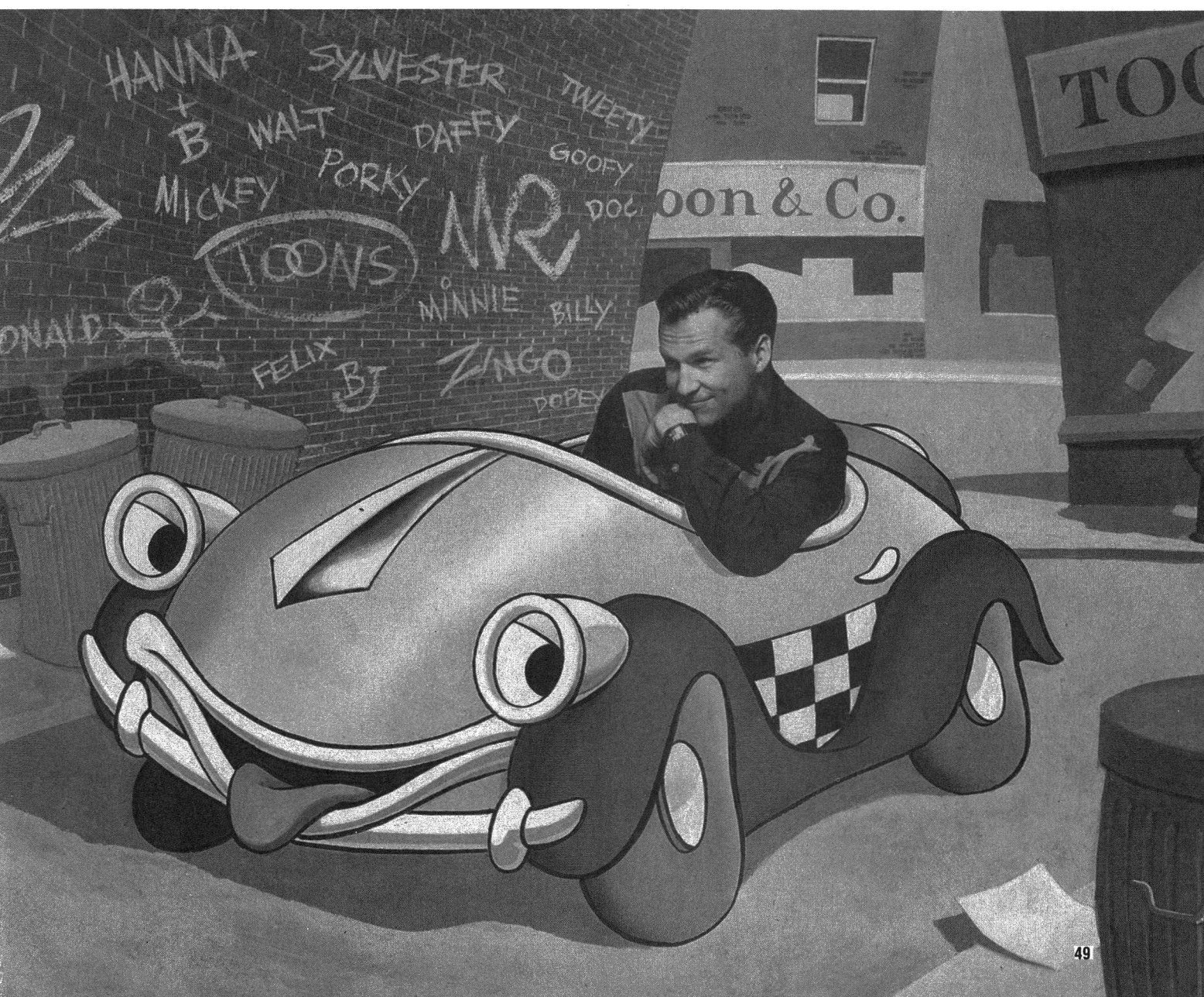
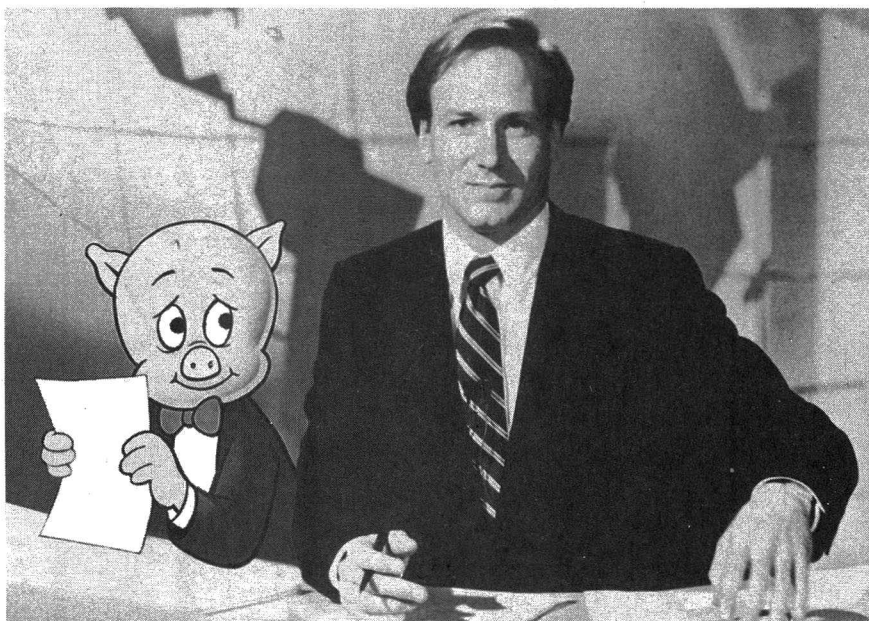
RETURN OF ALIEN 6

In this version of "Alien," Sigourney Weaver and the spaceship crew have their hands full as they try to capture a new alien, played by the Road Runner. They can't grab the slippery invader and the spaceship starts to fall out of control because the Road Runner's speed lines are screwing up the ship's computer readout. Sigourney finally corners Road Runner, but her attempt to talk to him is drowned out by his incessant and extremely irritating "Beep Beep!" Then she gets the brilliant idea of bringing in Wile E. Coyote and letting him and Road Runner drive themselves crazy, chasing each other through the spacecraft as it heads for home.



RE-BROADCAST NEWS ➤

Holly Hunter and William Hurt are paired again, but this time they work for competing networks. Because her company is an equal-opportunity employer, Holly is forced to hire Sylvester the Cat as her news anchorman, even though he sprays the camera with saliva whenever he speaks. Thinking that Holly has hired Sylvester to boost her network's ratings, Hurt tries to do her one better by employing Porky Pig. But Hurt gets into deep trouble when his new protégé makes the half-hour news run two hours and forty-five minutes because of his stuttering.



DE SADEST STORY EVER TOLD DEPT.

Us moral people all hate violence, right? Let's hear it for "Anti-Violence"! Yayyy! Stanley Kubrick also hates violence, right? Let's hear it for Stanley Kubrick! Yayyy! And let's hear it for his new movie, which shows how horrible violence is! Yay— Uh— Hey, wait a minute! If Mr. Kubrick's new movie is so "Anti-Violence," how come it's jam-packed with the worst, sickening, most disgusting violence imaginable? Let's face it, Stanley, baby! Your movie is really . . .

ACR

Hello, blokes! My name is Alecch and I ain't no different from other lads my age! You could consider me to be just like the boy next door

. . . that is, if you live next door to San Quentin!

I suppose you're wondering why I dress this way! Well . . . I'll tell you why! My derby shows that I have a relationship with the past, my jump suit shows that I have a relationship with the future, and my crazy false eyelash shows that I have a relationship with the Make-up Man, who's a screaming faggot!

Hey, why'd you say that about the Make-up Man?

'Cause every time a band plays "God Save The Queen," he thinks they're playing HIS song!

Hey, look at that poor old drunk! It's rotten what the stinkin' system's done to him!

Yeah! All alone and exploited in this cruel ol' world with nothing to call his own!

Let's give him something nobody can take away from him!

What?

Multiple fractures!



♪ 'N DOOLINZ FRZITY, ♪
WUR GORLZ R S'PRITY...

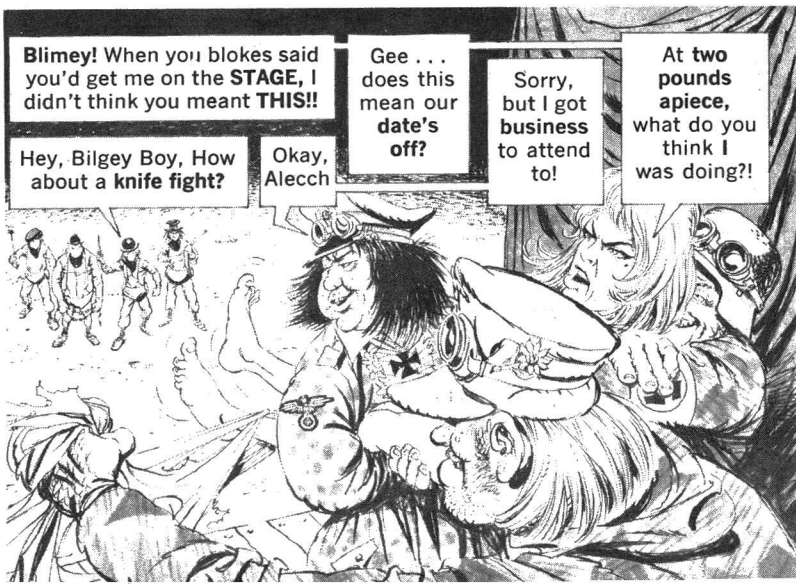
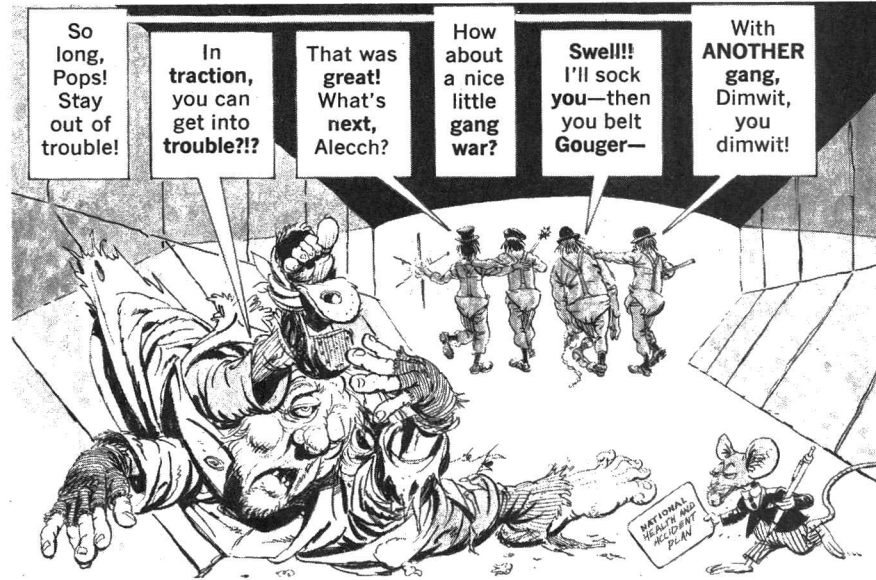


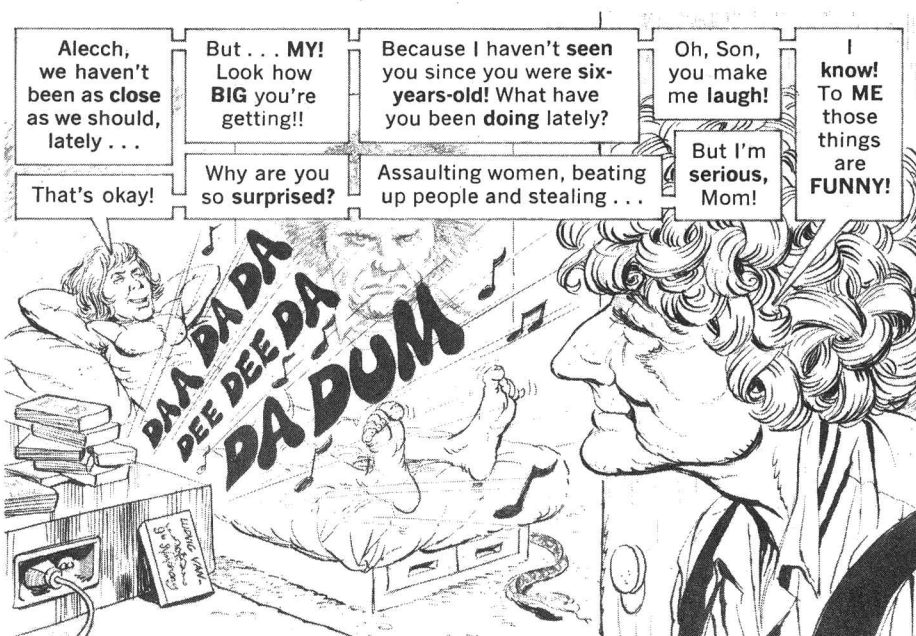
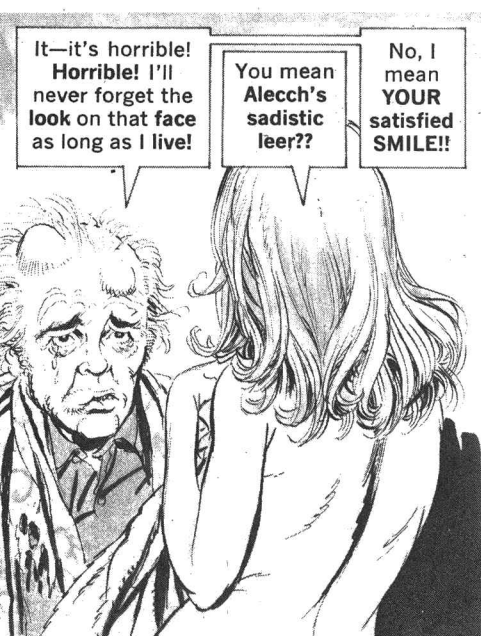
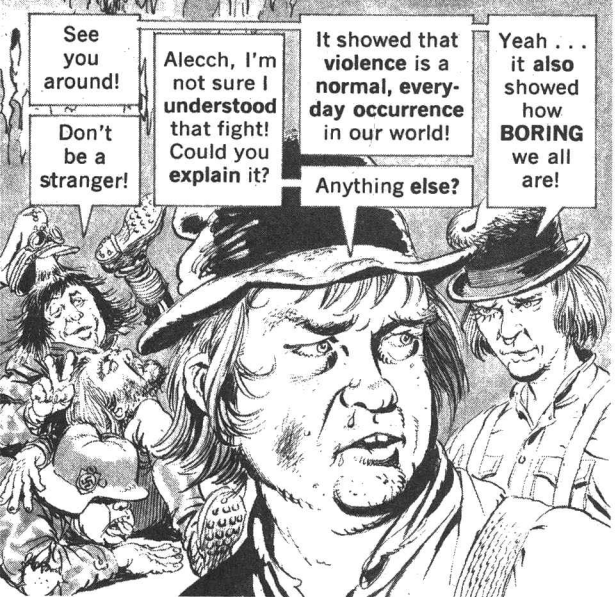


LOCKWORK LEMON

ARTIST: GEORGE WOODBRIDGE

WRITER: STAN HART





We been thinkin', Alecch! Why should YOU be the Boss? You ain't meaner than us...

... or stronger than us?

Yeah, what do you have that we don't?

Well, for one thing...

YIPE!!!

OWWWW!!

... I've got a lower voice! So I'm still the Boss! When I say, "Beat up people!" we will beat up people! And when I say "Kill!" we will kill! And when I say "Rape!"...

We will say— gasp— "Forget it!"



Can I use your phone? I want to report a violent assault!

On ME... right? I'm too smart for that! I'm wise to your tricks!



First you'll get me to let you in like this—

You think so!

Trust me! I'm very bright!



Then you'll force me to open this wall safe and give you all my money!

Do I look like I'd do a thing like that?

Believe me, I know people!



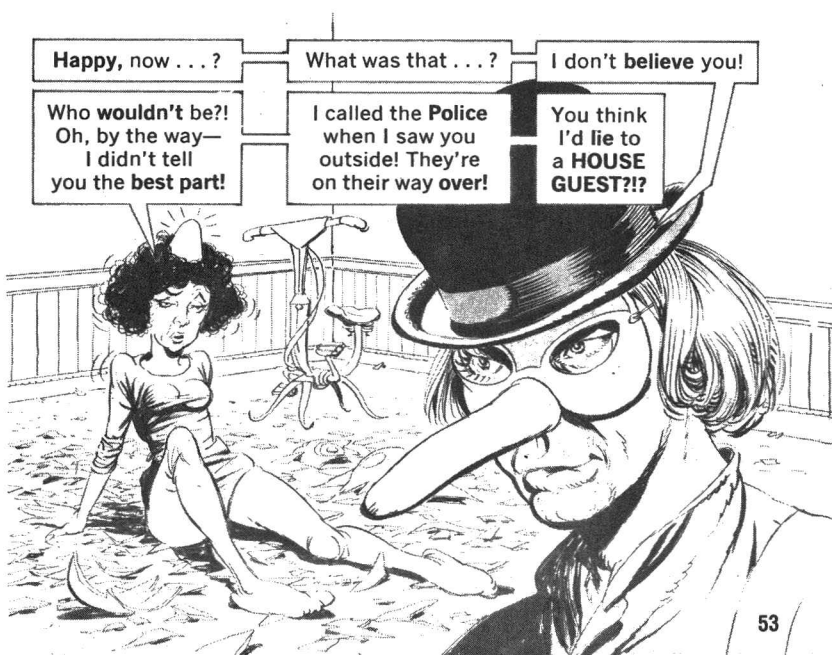
Then you'll take this statue and hit me over the head with it...

Aw, not me!

Look, kid, I'm never wrong! Why, being right is more important to me than life itself!



In that case...



Happy, now...?

What was that...?

I don't believe you!

Who wouldn't be?! Oh, by the way—I didn't tell you the best part!

I called the Police when I saw you outside! They're on their way over!

You think I'd lie to a HOUSE GUEST?!!

Let's go! The Police are coming!

We're goin', Al! But you're not!! Take that!!

You shouldn't have done that, Gouger! Where's your sense of values??

You mean because we betrayed a buddy??

No... because you broke a deposit bottle!

She's dead! You killed that woman in there!

I didn't mean to kill her! I never murdered anyone before!

You'll hang for this, Buster!

Hey, that ain't fair!

Why not? It's my first offense!



I want no trouble from you! I'm keeping you here for the rest of your life!

If you do, you'll be sorry! Why??

Cause this will be the first multi-million dollar movie that only runs 35 minutes!



Alecch, how'd you like to be rehabilitated?

You think I'm worth saving?

No... it's just that I hate 35-minute movies!

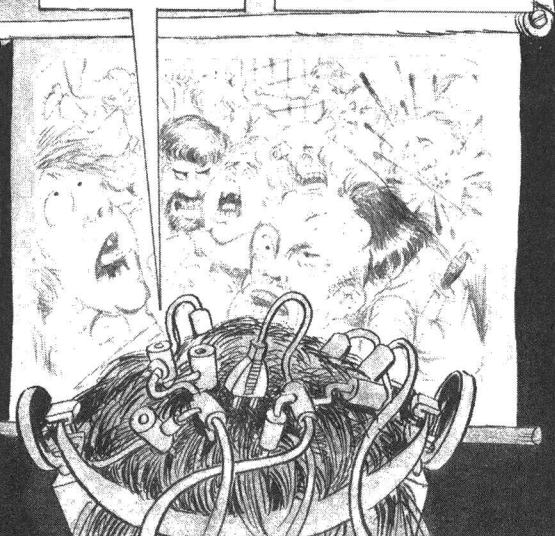


The treatment is simple! We will scientifically condition you to hate anti-social behavior and unwholesome sex! Now, first, we will force you to watch six hours of horrible violence!

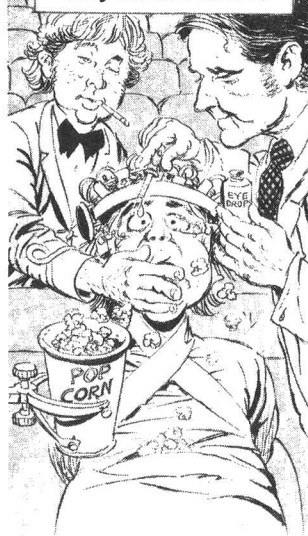


That's revolting! Where did you get such a terrible, disgusting movie?

What movie?? That's a live TV pick-up from a typical New York City High School!



And now, we will force you to watch two hours of leering, sneering, dirty-minded sex...

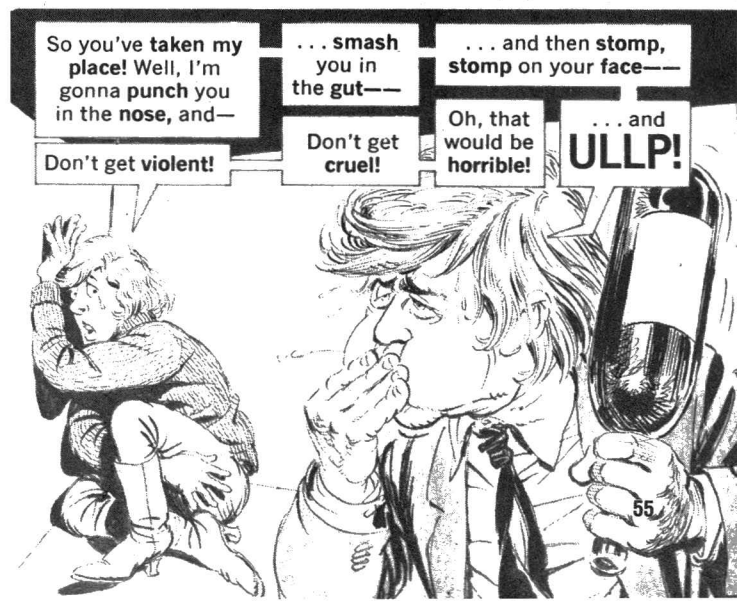
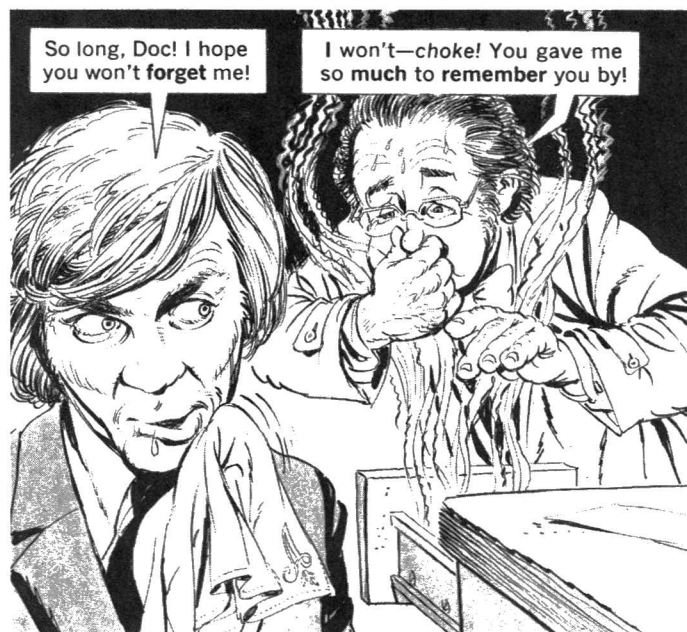


Want a drinkee, Dino...?

Yeah—an' y'better make it a **DOUBLE**... yuk, yuk, yuk!

I'm getting **SICK!!**







Yecch!
I think
stomping
on my face
would have
been much
better!

Get out,
Aleccch!

Can't I
ever come
back, even
for a visit?

Not
on a
full
stomach,
you
can't!



It's
YOU!!

Oh,
no!

I'm going to
give you the
beating you
once gave me!

Stop! You
don't know
what you're
doing!!

I'm going to
ram this fist
right up your—

ULLP!!



**YECCH!
AAGGGHH!**

Geel! This is
better than
karate!



Hi! Remember
us? We're
those brutal,
amoral, wild,
sadistic
toughs you
used to hang
around with!

Remember
how we
used to
beat up
people and
ruin their
lives?

The
authorities
tried to
rehabilitate
us, but
they
couldn't...

So
they
made
us
Police-
men
instead!

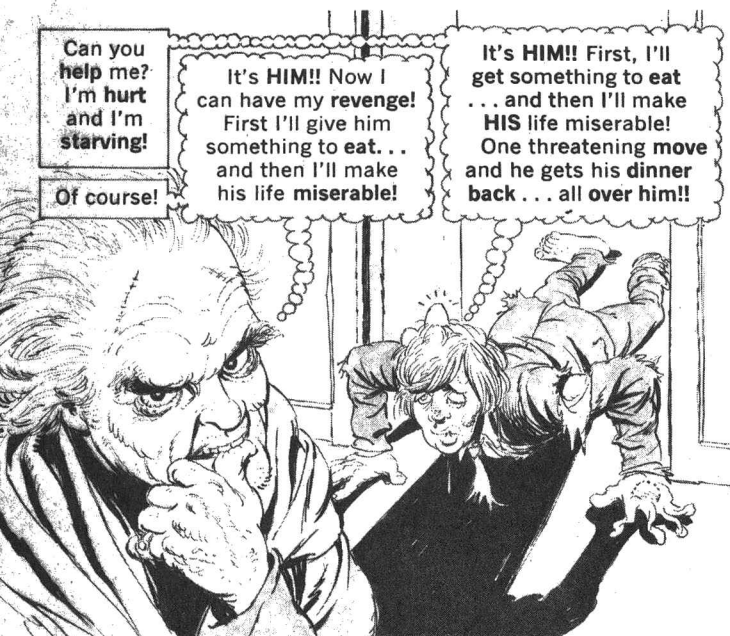
Interesting
bit of
symbolism
there...
don'tcha
think?

Not really!

Whatchya
gonna do
... beat
me up?!!

And get that
foul **YECCH**
all over us?
No, sir!!

First we're gonna
pump your stomach!
THEN we're gonna
beat you up!!

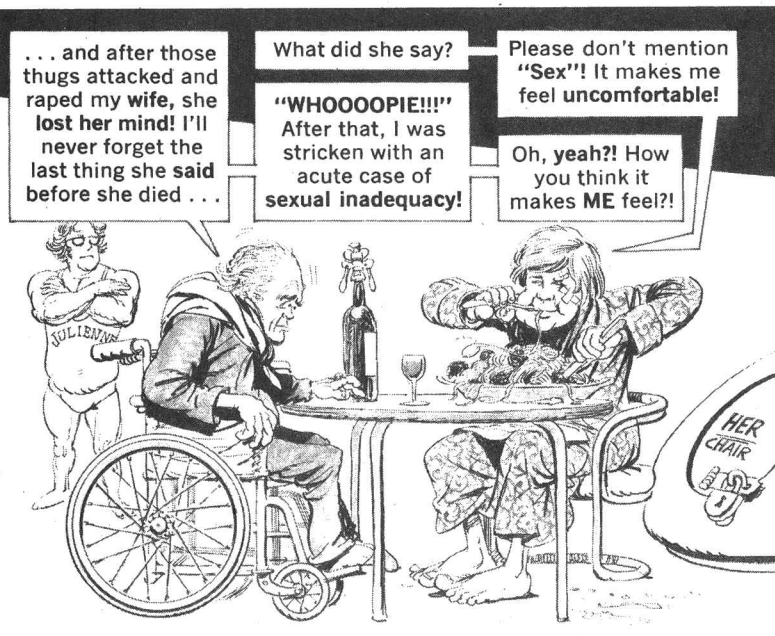


Can you
help me?
I'm hurt
and I'm
starving!

Of course!

It's **HIM!!** Now I
can have my revenge!
First I'll give him
something to eat...
and then I'll make
his life miserable!

It's **HIM!!** First, I'll
get something to eat
... and then I'll make
HIS life miserable!
One threatening move
and he gets his dinner
back... all over him!!



... and after those
thugs attacked and
raped my wife, she
lost her mind! I'll
never forget the
last thing she said
before she died...

What did she say?

"WHOOOOPIE!!!"
After that, I was
stricken with an
acute case of
sexual inadequacy!

Please don't mention
"Sex"! It makes me
feel uncomfortable!

Oh, yeah?! How
you think it
makes **ME** feel?!



What's going on?! I'm locked in here!!

The old guy tricked me! And now—now he's playing **BEETHOVEN!!**

Oh . . . NO! NO! I know what's coming next!! Scenes from "Love Story"!!

I can't watch **THAT** movie again! I'll go out of my mind! I'm taking the easy way out! I'll kill myself!



You! You've driven me to this!!

Yes, and I'm glad! **GLAD**, do you hear?! I'm ridding the world of a brutal, sadistic, violent person!!

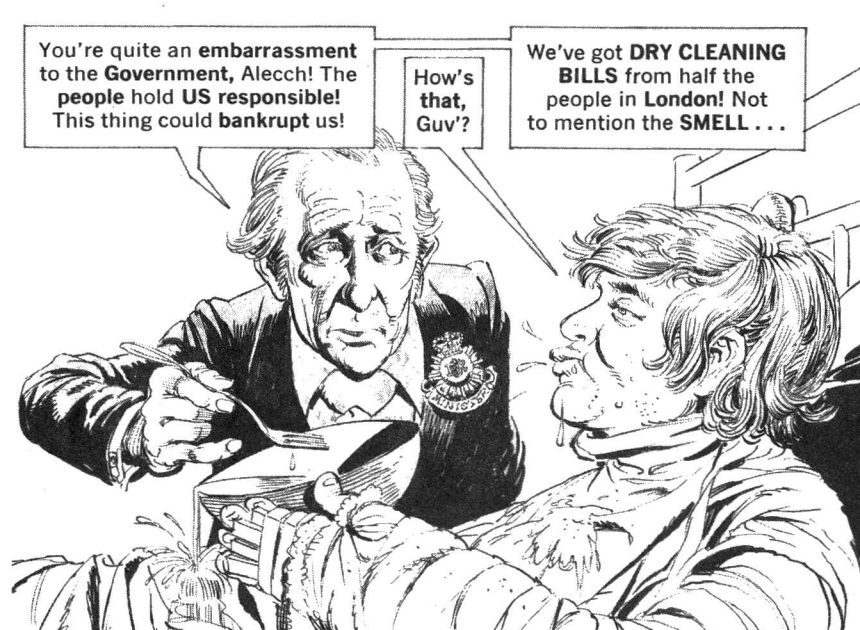
You shouldn't say things like that . . . **ULLP!!**



YECCH! YECCH!

I think he was right!

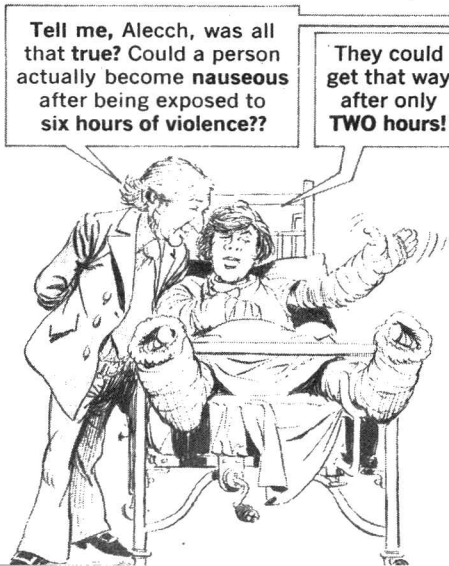
I shouldn't have said what I said!



You're quite an embarrassment to the **Government**, Alecch! The people hold **US** responsible! This thing could bankrupt us!

How's that, Guv'?

We've got **DRY CLEANING** **BILLS** from half the people in **London**! Not to mention the **SMELL . . .**



Tell me, Alecch, was all that true? Could a person actually become **nauseous** after being exposed to **six hours of violence??**

They could get that way after only **TWO hours!**



I—I don't believe it! See for yourself . . .

BLACCHH!

Choke!

GACCK!

Gagghh!

YECCH!

ULLP!

EVERYBODY'S GAWKIN' DEPT.

The following article is rated "G"...which means it's Okay for General Audiences. However, the following article is a MAD satire of an "X"-rated movie... which means the movie is dirty, and Children Under 16 are Not Permitted to see it. Which further means that if you are under 16, you couldn't possibly have seen the movie, and therefore you cannot possibly enjoy this MAD satire

MIDNIGHT

ARTIST: MORT DRUCKER

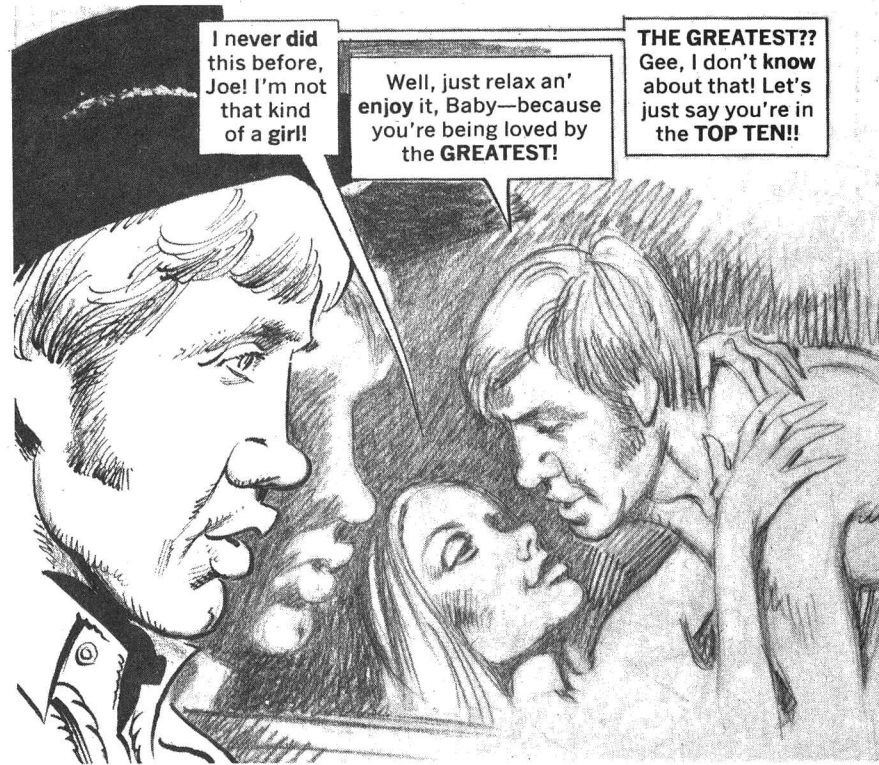
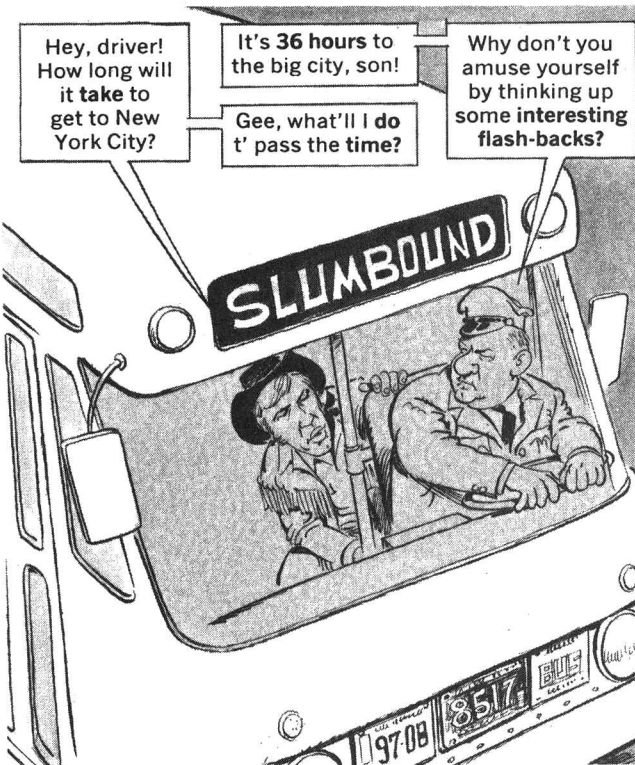




of it. So use your dopey, under-16 head for a change! Don't laugh at this article if your parents are around, or you'll give it away that you lied about your age and sneaked in to see the movie! (Incidentally, if your parents laugh at this article, it means they must have seen the movie, and you can ask them what in heck they were doing, going to see a dirty movie anyhow!) Here, then, is...

WOWBOY

WRITER: STAN HART





Hey, driver! How many more hours to New York City?

Twenty-four!

Gosh! I'm all out of flash-backs! Could I use one of yours?

Golly, gee, New York is such a heartless city! I wonder why nobody wants to help this man?!

Hey, mister! Are you okay? What's your name?

John Lindsay—and you must be from out of town!

Hey, Honey! How about we go up to your place for some wild huggin' an' kissin'?

Get lost!

Hmmm! Next time, I think I'll try the direct approach!

Er—uh—could I ask you a question, Ma'am?

Sure, Texas! Fire away!

Do you always do this with the television set on?

Well? What do you think?

Will you turn up the sound?

Yep! That way, if you're not a great lover, I'm not bored!

HELLO! HELLO!

Let's see—that's ten assorted hugs at \$1.00 each ... an' seven juicy kisses at \$1.50 each ... an' two hickies at \$3.00 each! Which means you owe me \$26.50!

What?! You expect me to pay that??

Yes, Ma'am! Y'know ... chapsticks don't grow on trees!

What happened?

You must've done somethin'!

I dunno! She threw me out!

All I did was charge her \$3.00 each for two hickies!

\$3.00!?? Dummy!! She's a New Yorker! She gets hickies WHOLESALE!!

Hey, Rubel!
What are
you supposed
to be?

What do I look like?
I'm a great lover! I
drive women crazy! I'm
gonna make a fortune!

Y'know what, Joe Cluck?
You need a promoter! An'
I, Ratface Ratfink, just
happen to be the greatest
promoter in New York City!

No kiddin'?

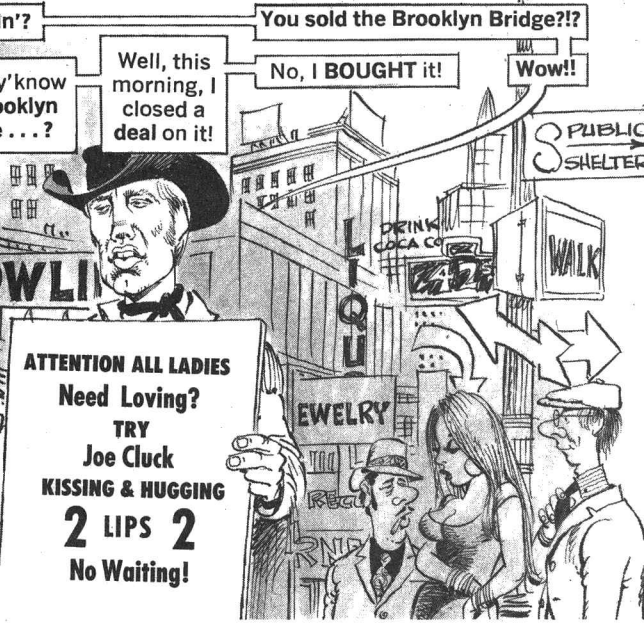
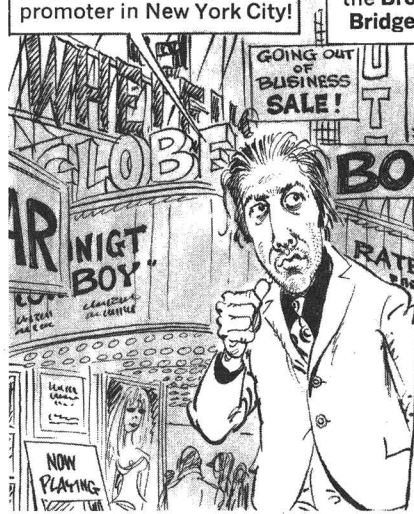
Listen, y'know
the Brooklyn
Bridge ...?

Well, this
morning, I
closed a
deal on it!

You sold the Brooklyn Bridge???

No, I BOUGHT it!

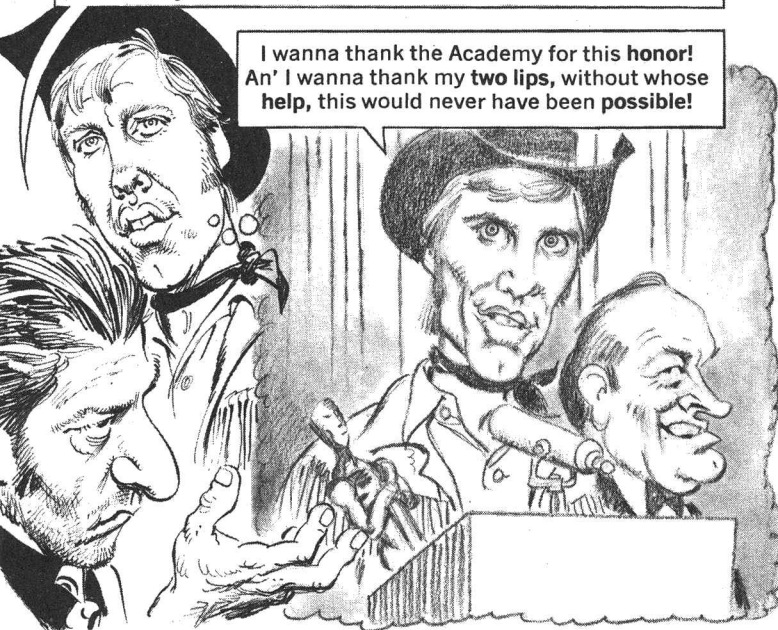
Wow!!



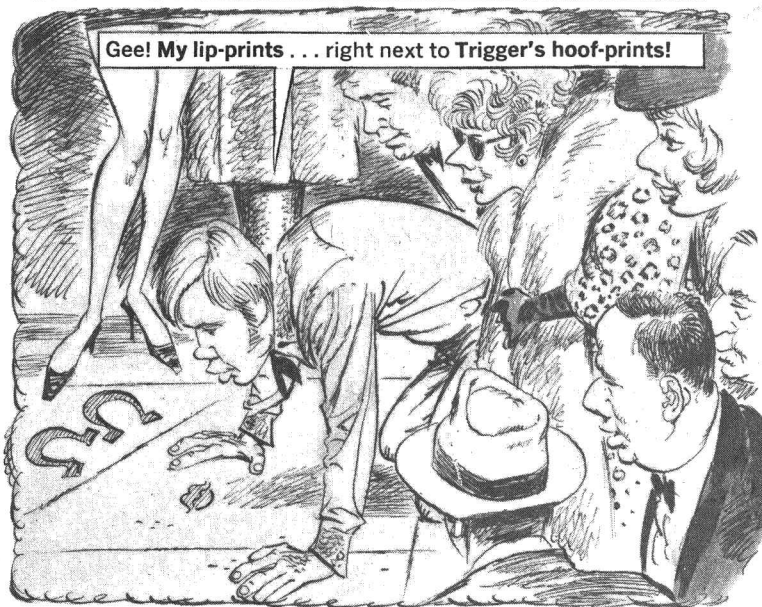
I can make you famous, Joe! You'll be the toast of the nation ...

You'll be immortalized in cement outside Grauman's Theater ...

I wanna thank the Academy for this honor!
An' I wanna thank my two lips, without whose
help, this would never have been possible!



Gee! My lip-prints ... right next to Trigger's hoof-prints!



You could even be President! There'd be no stopping you ...

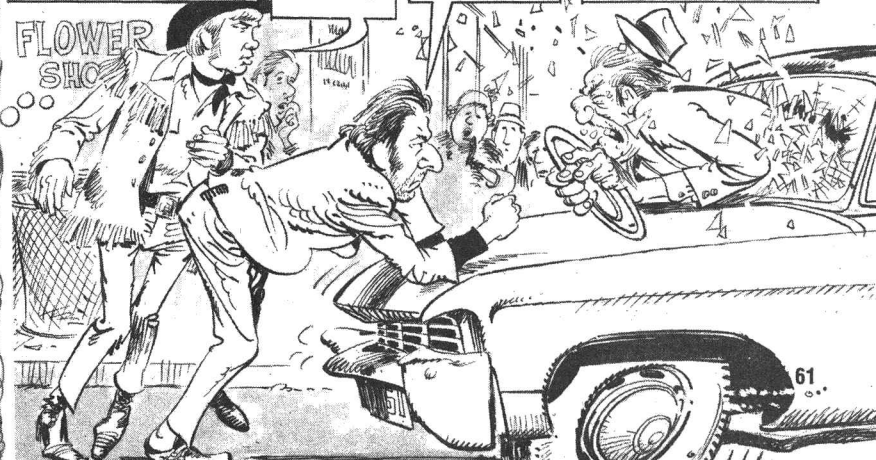
I'm gonna introduce
you to a guy who's
looking for a talent
like you! Just gi'me
\$20.00 for my trouble!

Gee!
\$20.00
is a lot
of money!

If you're
gonna think
small, Joe,
you're gonna
stay small!

Why, only yesterday
I shelled out TWICE
that much for a
downpayment on The
Statue of Liberty!

Me, Joey! Kiss ME!! Don't
waste those marvelous lips on
KIDS! What do they know!?

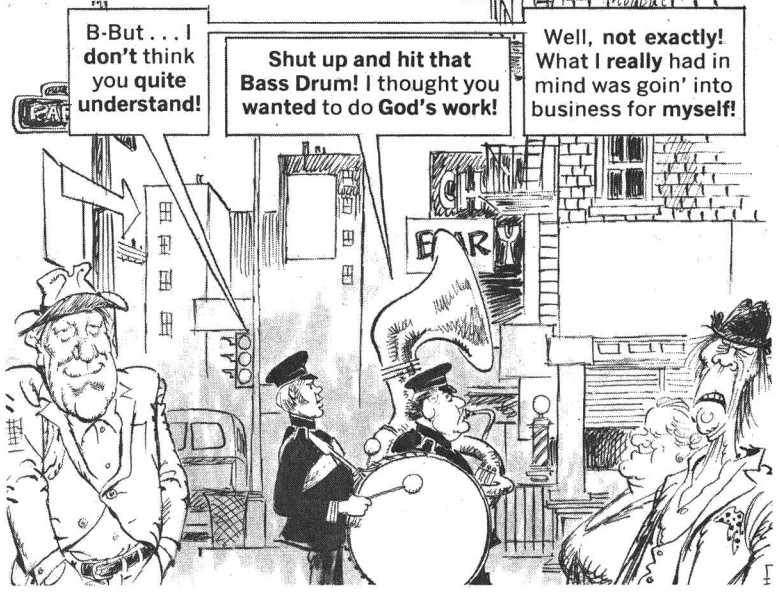




So you want to save lonely, unhappy women from leading fruitless, desperate, barren lives?

Yep! I shor do!

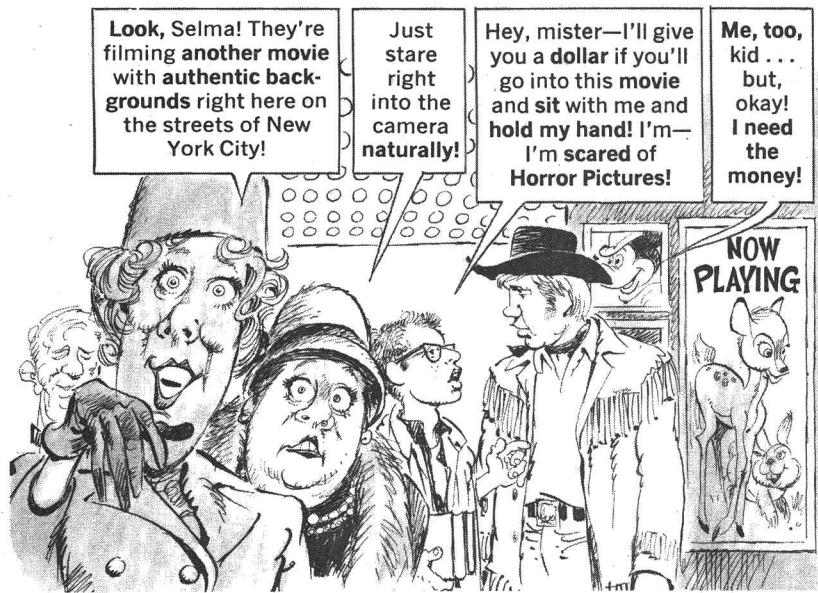
Well, I've got just the assignment for you ...



B-But ... I don't think you quite understand!

Shut up and hit that Bass Drum! I thought you wanted to do God's work!

Well, not exactly! What I really had in mind was goin' into business for myself!

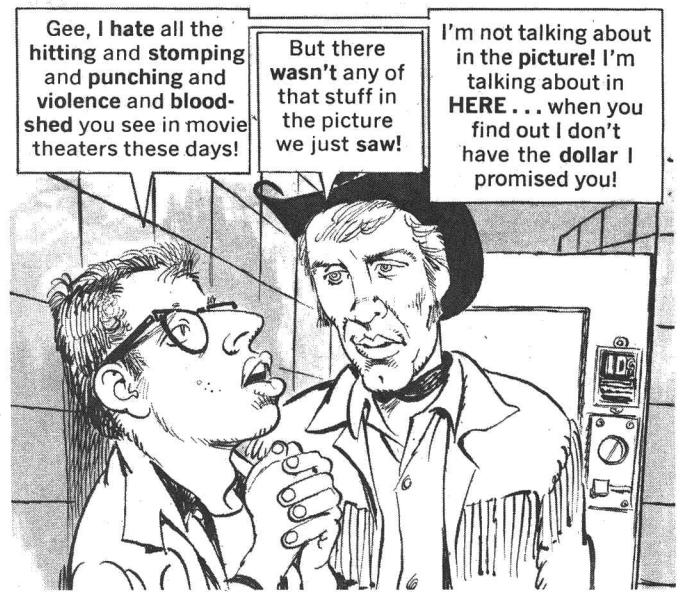


Look, Selma! They're filming another movie with authentic back-grounds right here on the streets of New York City!

Just stare right into the camera naturally!

Hey, mister—I'll give you a dollar if you'll go into this movie and sit with me and hold my hand! I'm—I'm scared of Horror Pictures!

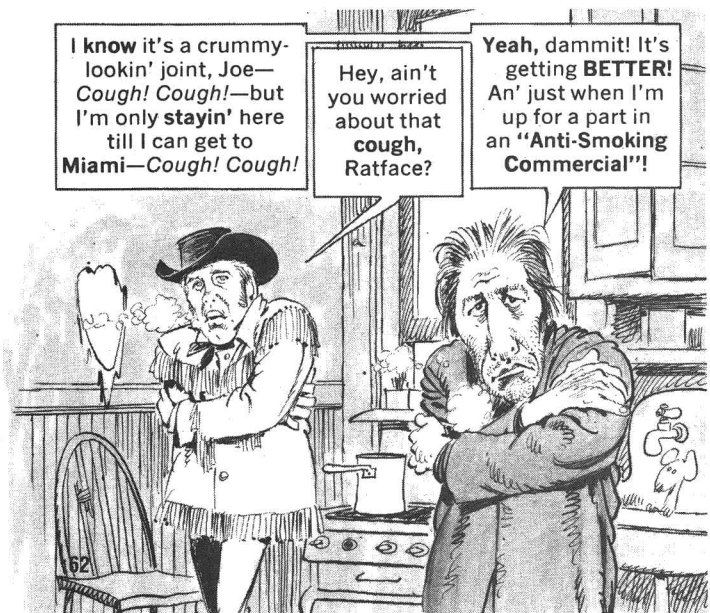
Me, too, kid ... but, okay! I need the money!



Gee, I hate all the hitting and stomping and violence and bloodshed you see in movie theaters these days!

But there wasn't any of that stuff in the picture we just saw!

I'm not talking about in the picture! I'm talking about in **HERE** ... when you find out I don't have the dollar I promised you!



I know it's a crummy-lookin' joint, Joe—Cough! Cough!—but I'm only stayin' here till I can get to Miami—Cough! Cough!

Hey, ain't you worried about that cough, Ratface?

Yeah, dammit! It's getting **BETTER**! An' just when I'm up for a part in an "Anti-Smoking Commercial"!



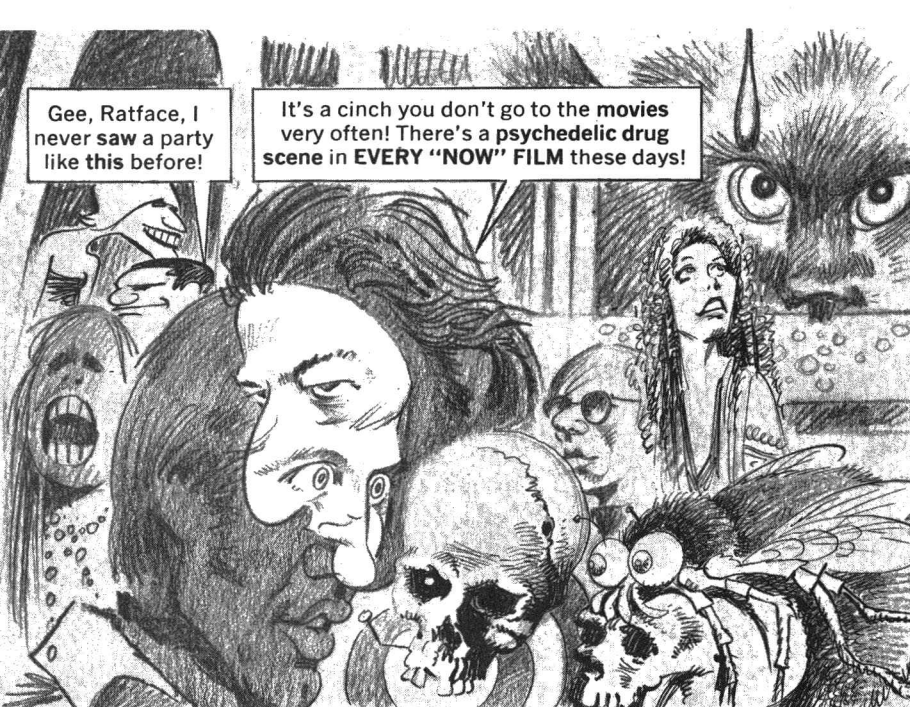
Hey, handsome! How would you like to go to a party?

What kinda party?

A "pot" party!

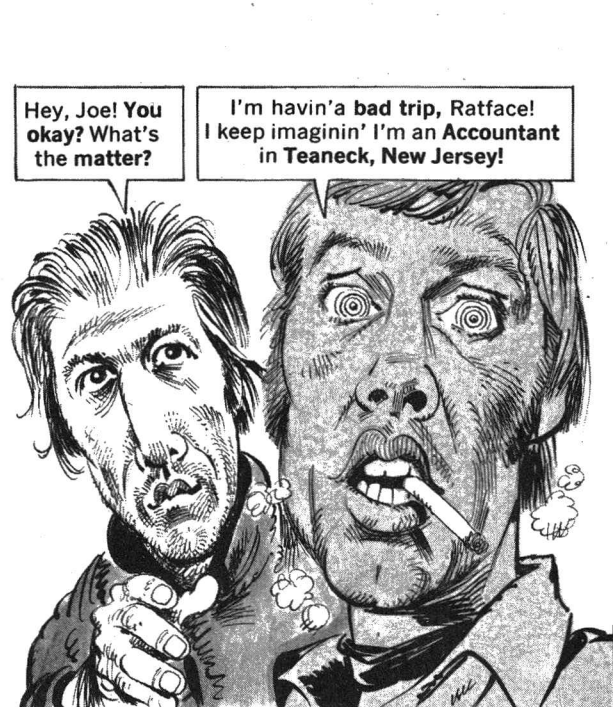
Naw! those Tupperware affairs are a big bore!

Boy! He's some dummy!



Gee, Ratface, I never saw a party like this before!

It's a cinch you don't go to the movies very often! There's a **psychedelic drug scene** in **EVERY "NOW" FILM** these days!



Hey, Joe! You okay? What's the matter?

I'm havin' a **bad trip**, Ratface! I keep imaginin' I'm an **Accountant** in **Teaneck, New Jersey!**



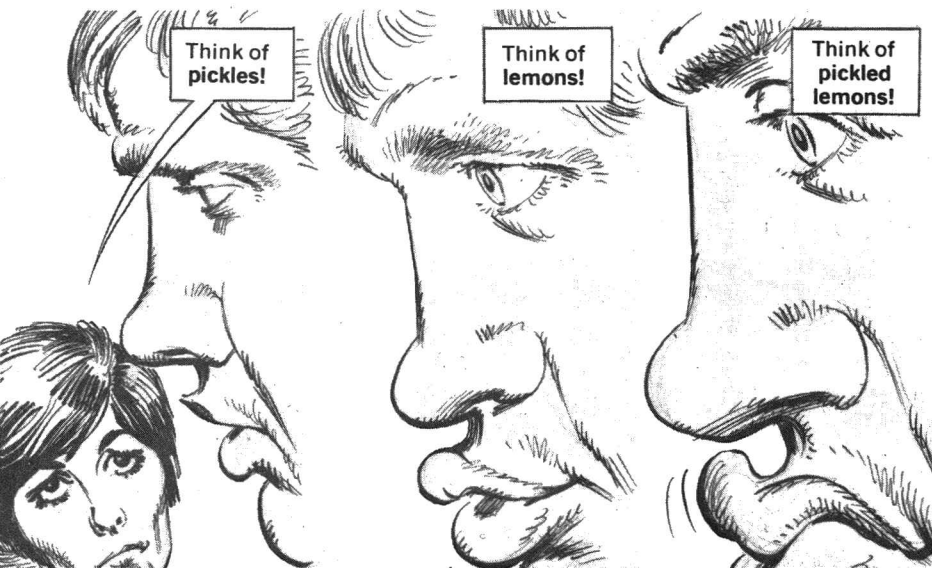
That's the deal! **Take it or leave it!** My boy, here, will give you your choice of **one from Column A** and **two from Column B** for **\$18.75**. And we'll throw in one **Fox Trot** with an occasional **dip** for **FREE!**

Okay, it's a deal! I'll take it! Let's go!



Don't feel bad, Joe! It happens, sometimes!

It's never happened to me before! I'm washed up—**finished!** I can't pucker! My—my lips are gone!



Think of pickles!

Think of lemons!

Think of pickled lemons!



See, Joe? You did it! You did it!

You're wonderful . . . **jus' wonderful!** You're so wonderful, I'm gonna give you a **twenty percent discount!**

I mean it, Gladys! He's fantastic! But you'd better hurry up and make up your mind! I've almost got him **booked solid!** Wednesday, he kisses the **Ladies Bridge Club!** Thursday, he gives hickies to the **PTA!** And Friday, he catering a **Wedding!** He's scheduled to blow in the ear of the entire **Groom's side!**

Gee, I can't stop thinkin' of them **pickled lemons!**



I'm sick, Joe! I gotta get to **Miami!** I'll die if I don't!

I'll get the money, Ratface—somehow!

Listen, Joe! Will you do me a favor? When we're in **Miami Beach**, will you call me by my right name ... **Ruggerio Ruccici!**

I'll do you a **bigger favor, Ratface!** When we're in **Miami Beach**, I'll call you by an even better name ... **Irving Weinstein!!**



Son, I'll give you **\$20** if you'll just sit there and **stay awake** while I talk to you!

\$20?! Just to listen?!

That's right! Y'see, I'm an **Economics Teacher**, and I want someone, just once, to **stay awake** while I'm lecturing!



Now, the **Mathusian Theory ...**



If we consider **Gresham's Law ...**



The fallacy of **Keynsian Economics** is simply ...



YOU SADIST ... EXPECTING ANYONE TO STAY AWAKE DURING THAT!!

Stop! Wait! You haven't heard about the **Federal Reserve System!!**



I gotta get to **Miami, Joe!**

Just hang on, Ratface! We'll be there soon! Here's the bus!

It's **YOU** again! Hey, I thought of some great **flash-backs** for you!



Are we almost there, Joe? Are we almost in **Miami?**

Yes! We're almost ... **OH-OH!!**

What's the matter?

I don't think we're gonna make it to **Miami, Ratface!**

The bus is being hijacked to **Cuba!!**

Why not, Joe??



THE STILLS ARE ALIVE DEPT.

When a movie is being edited, some of the scenes that were shot for it don't make the final cut of the film for a variety of reasons...perhaps the scene was no longer appropriate to the film's mood or affected the movie's pacing. Well, we snuck into a few of those editing rooms with our "Shovel of Satire" and scooped up some of the scenes left on...

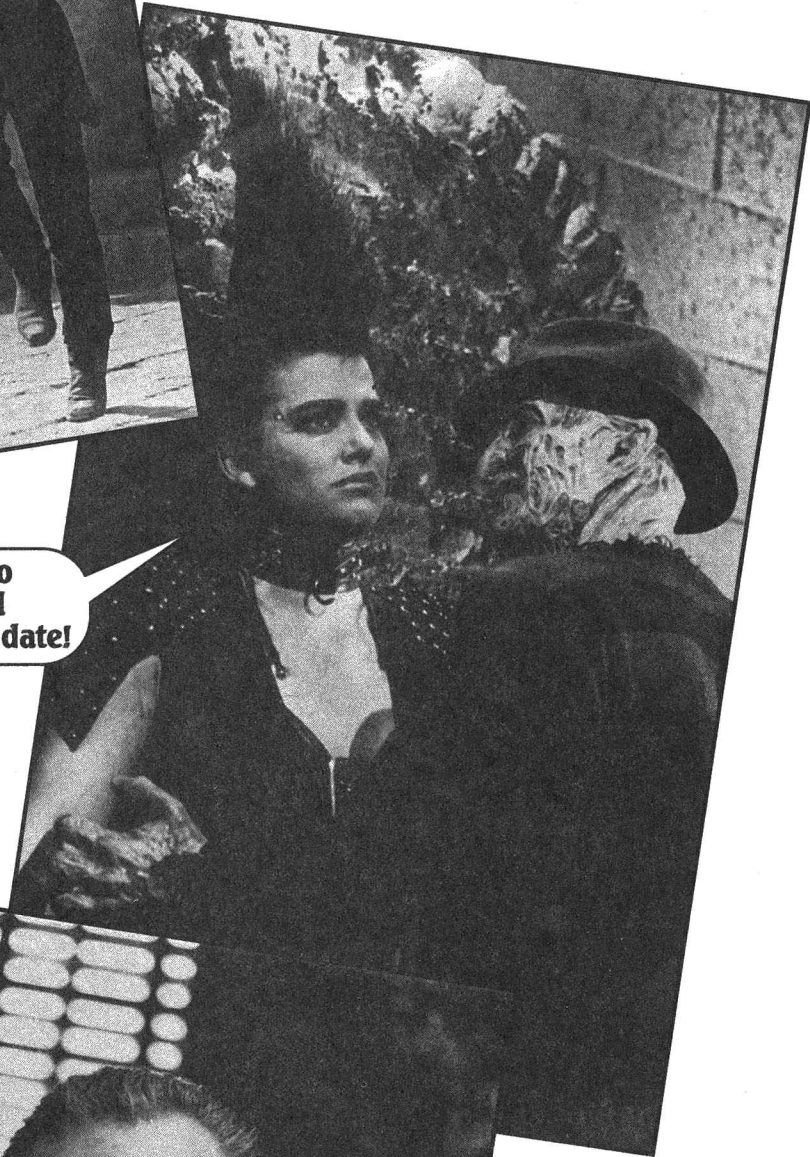
The Cutting Room Floor



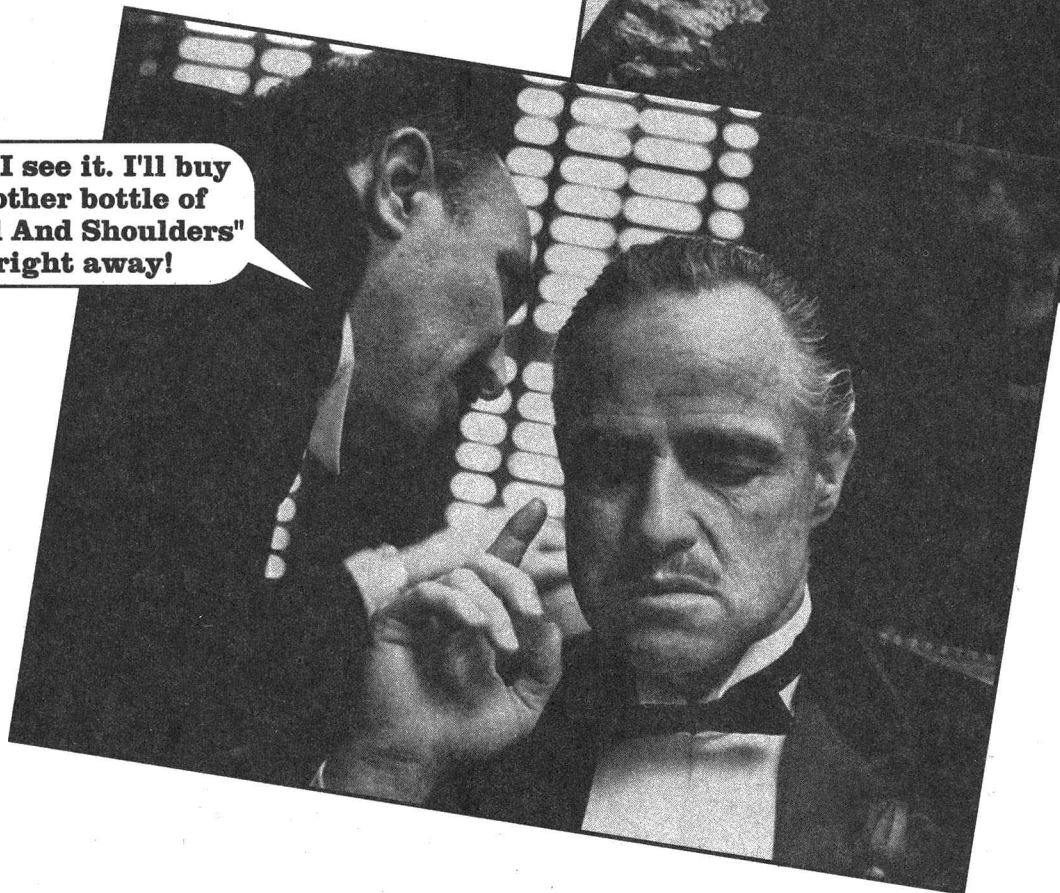


**You're right! New York
IS a tough town!**

**I can't wait to get back to
Love Connection and tell
Chuck Woolery all about our date!**



**Yes, I see it. I'll buy
another bottle of
"Head And Shoulders"
right away!**



This "Mrs. Doubtfire" movie is lousy...
who could be fooled for a second
that Robin Williams is a woman?

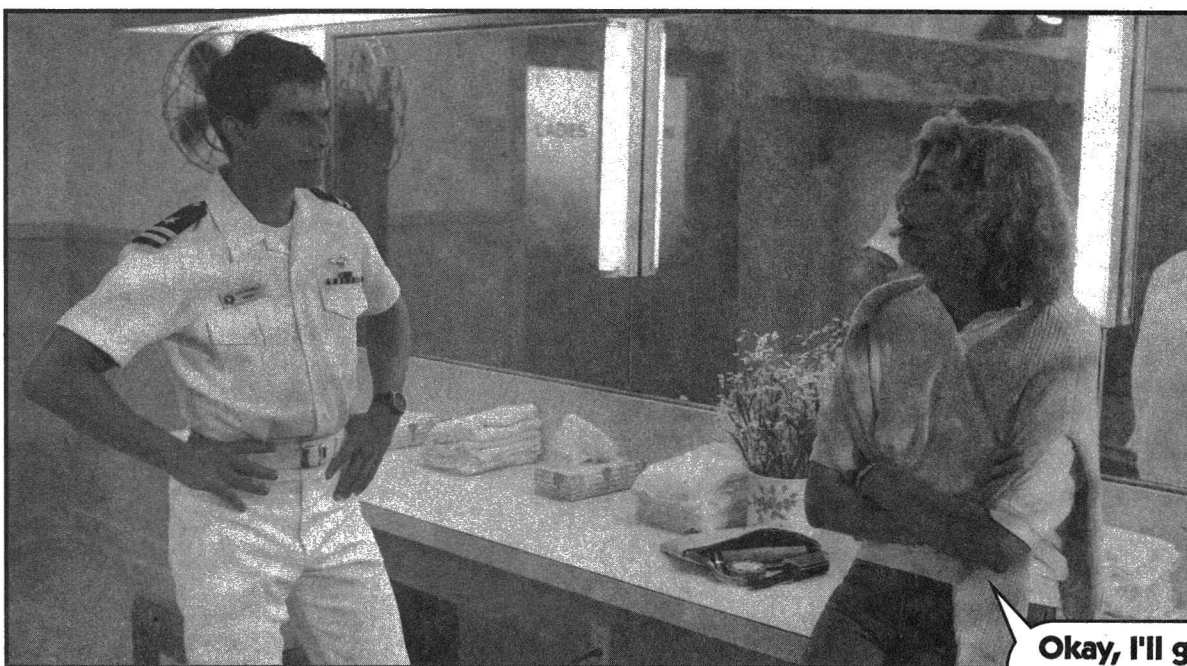


When I say "snack trays in the
upright position" I MEAN
"snack trays in the upright position"!

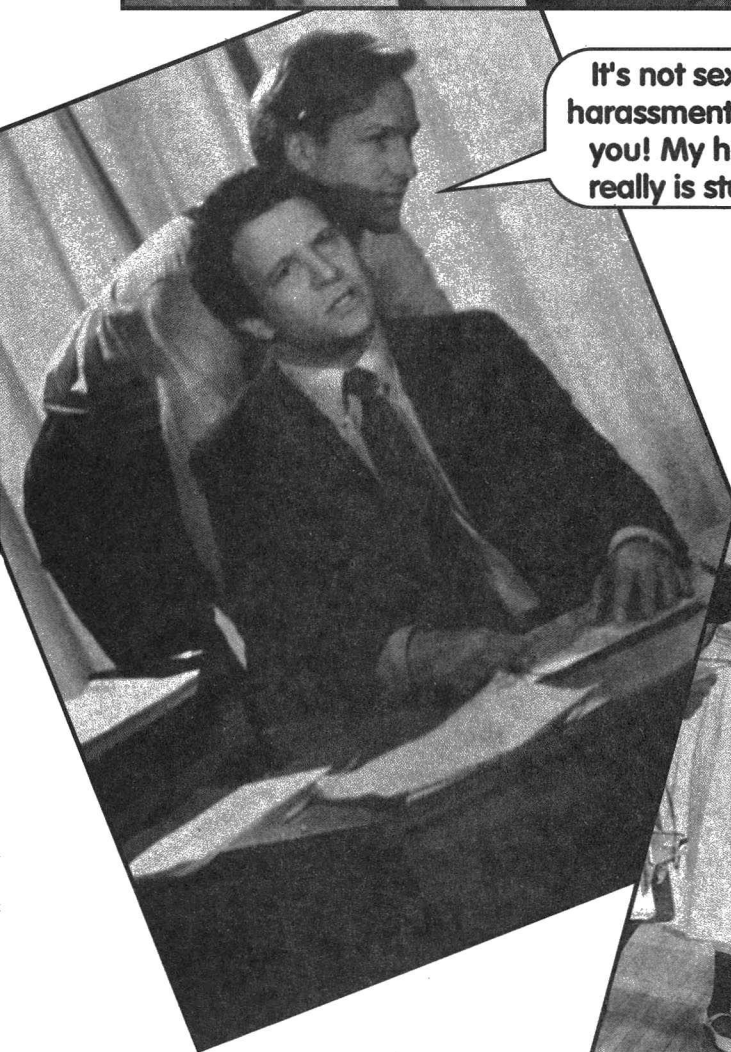


This better be fake furl
We animal activists
ain't fooling around!!

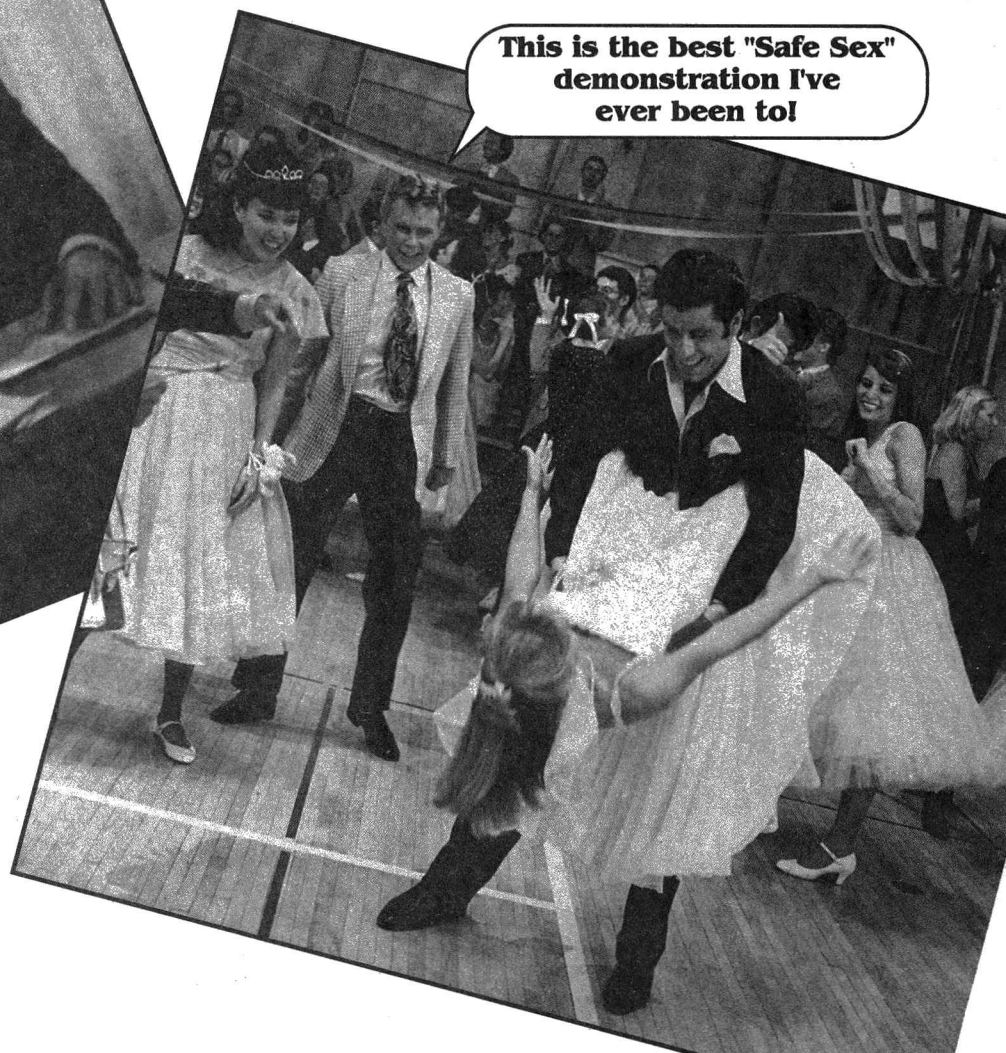




Okay, I'll go! What did you say the party was called again? Tailhook?



It's not sexual harassment I tell you! My hand really is stuck!



This is the best "Safe Sex" demonstration I've ever been to!

Everyone knows that the world's greatest actors are not in the movies! Nope, they're in arenas around the country! That's right, the world's greatest actors are professional wrestlers! After all, who but the very best of actors could make such a large percentage of the populace believe their preposterous routines are real? This got us to thinking. As long as Hollywood continually insists on redoing old film classics, why not hire these potential Academy Award winners for some honest work! So, join us now in a futuristic stroll down memory lane as MAD begins...

Recasting Famous Old Movies With Today's Famous Wrestlers

ARTIST: SAM VIVIANO

WRITER: J. PRETE



THE GODFATHER STARRING BRUNO SAMMARTINO



Jake the Snake (*mumble*), I want you and the Killer Bees (*mumble*), to take a trip to the Heenan Family and make them an offer they can refuse!

What's wrong with Don Bruno? He's not making any sense when he talks!

He's been that way ever since the "hit"!

You mean when they rubbed out Lucca Brazzi?

Not that kind of hit! I'm talking about when Andre the Giant hit The Godfather on the head with a chair during their last match!

Yeah! Ever since then, Don Bruno's brain sleeps with the fishes!

SAM VIVIANO

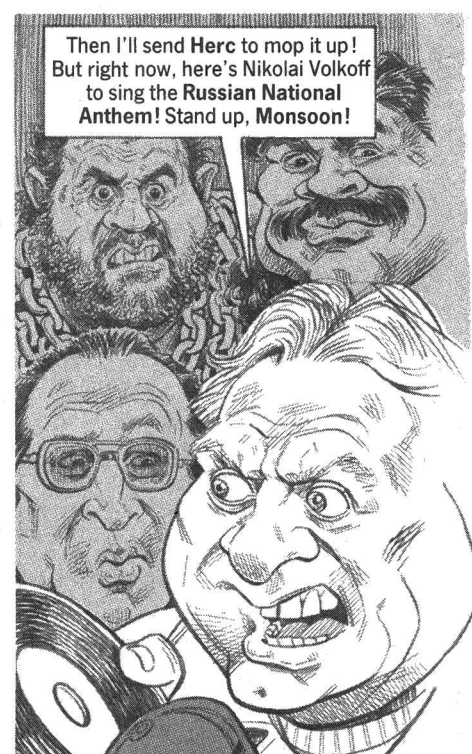
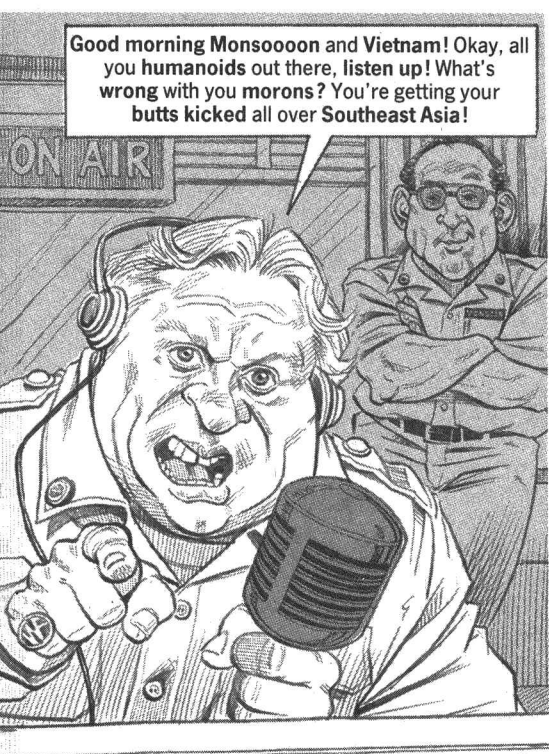
THE UNTOUCHABLES

STARRING THE HONKY TONK MAN, THE HART FOUNDATION, JIMMY "THE MOUTH OF THE SOUTH" HART AND THE ROUGEAUS



GOOD MORNING, VIETNAM

STARRING Bobby "The Brain" HEENAN



NO WAY OUT

STARRING
Nikolai Volkoff AND Slick



Now let me get this straight, Mister Secretary of State! You say that a Russian spy named "Uri" has infiltrated the Pentagon?

Correct! We need someone above suspicion to expose him! We have no idea who Uri can be!

Well, look no further, Jack! My man Nikolai is the cat to catch this rat!

Really? Have you had any personal experiences with Russians Nikolai?

Yes, Comrade...er...Mr. Secretary! The night my partner Boris Zukoff and I, Nikolai, crushed that dog Hulk Hogan, we celebrated with famous Russian drink — the Moscow Massacre! Is one part Russian vodka, two parts Russian dressing!

Excellent! Your credentials are obviously above reproach! I have a gut instinct you're the perfect man for this job! If there's a Russian anywhere in the Pentagon, I'm sure you'll find him, Mr. Volkoff!



TRADING PLACES

STARRING JESSE "THE BODY" VENTURA, VINCE McMAHON, Ted "THE MILLION DOLLAR MAN" DiBiase AND THE JUNK YARD DOG



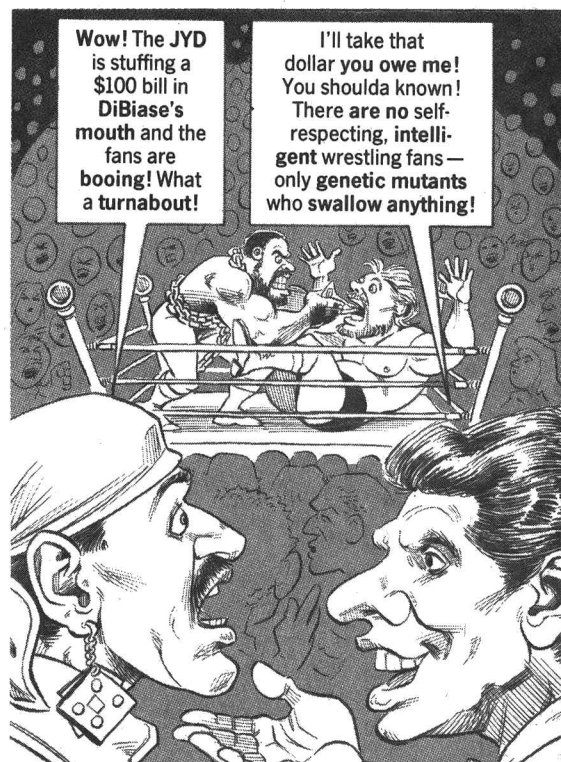
Say, can you help a poor wrestler who's recovering from when Greg "The Hammer" Valentine did him in with a Figure Four Leglock?

I'll bet you a dollar I can concoct a crazy scenario that will turn the good guy Junk Yard Dog into a bad guy the fans will hate, while, at the same time, turning the hated Million Dollar Man into a good guy fans adore! All in one week!

Forget it! No self-respecting, intelligent wrestling fan will believe it!

I'm talking "buy it," not "believe it!" As long as they spend \$15 on a pay-per-view, who cares what they believe!

It's a bet, McMahon!

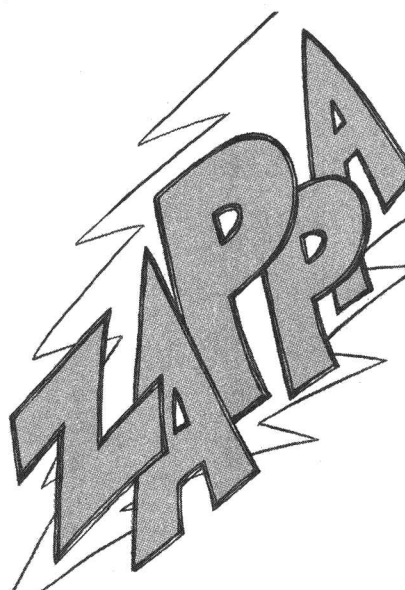


Wow! The JYD is stuffing a \$100 bill in DiBiase's mouth and the fans are booing! What a turnabout!

I'll take that dollar you owe me! You shoulda known! There are no self-respecting, intelligent wrestling fans — only genetic mutants who swallow anything!

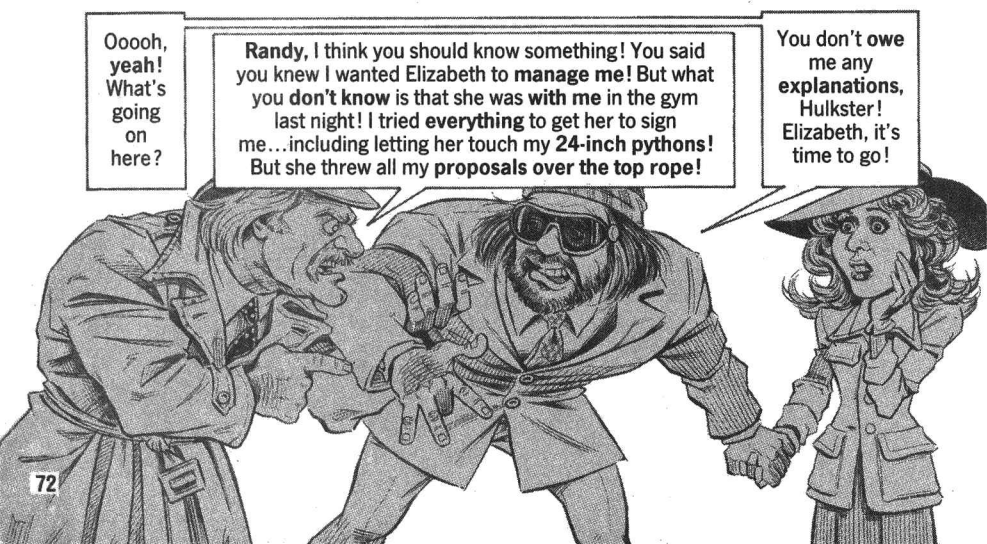
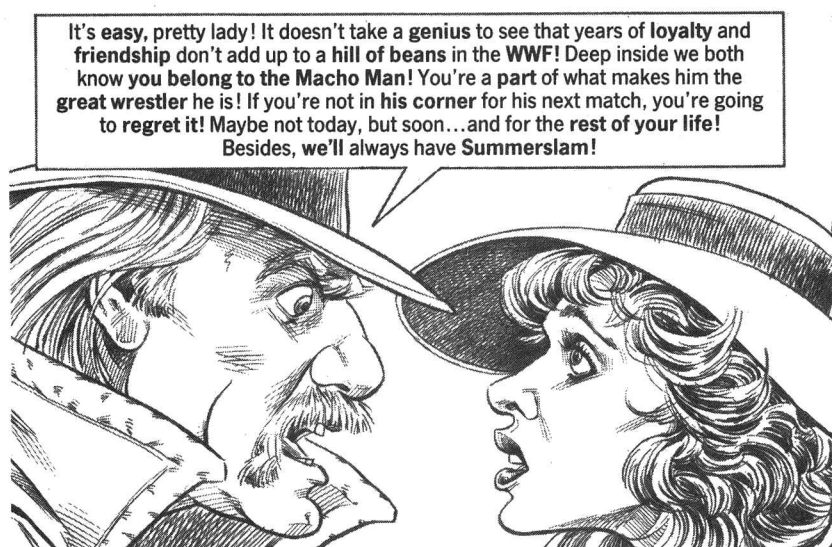
BIG

STARRING
GEORGE "THE ANIMAL" STEELE

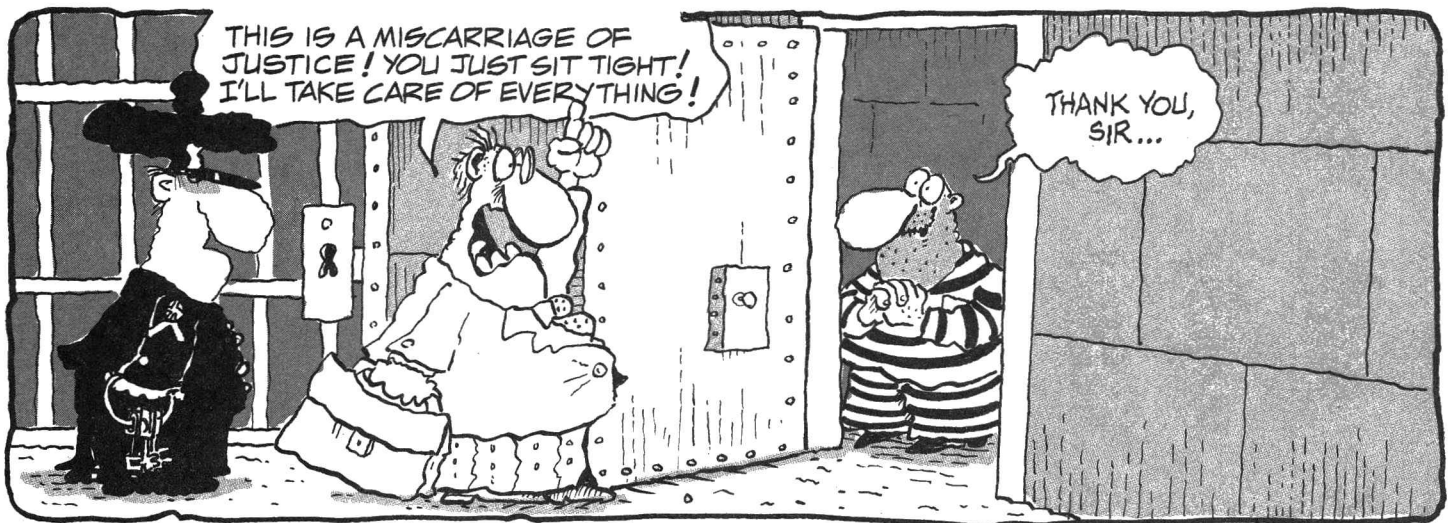


CASABLANCA

STARRING Hulk HOGAN, Randy "Macho Man" SAVAGE, Miss Elizabeth AND Mr. Fuji



THE SILLY SOLITARY SCENARIO



ARTIST AND WRITER: DUCK EDWING

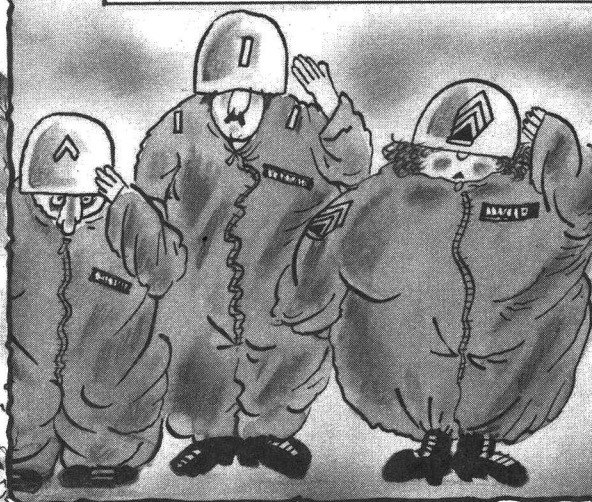


MAD Suggestions for REDU

REDUCE THE NATIONAL PARK WORKFORCE BY MAKING WILDLIFE EARN THEIR KEEP!



ISSUE "ONE SIZE FITS ALL"



PACKAGE AND SELL SHREDDED GOVERNMENT DOCUMENTS AS KITTY LITTER ...



REDUCE MILITARY PARADES TO A ONE-MAN BAND...



COLLECT ROYALTY FEES THE NATIONAL

...AND THE STA



ING the NATIONAL DEBT

UNIFORMS TO THE ARMED SERVICES...



SELL VANITY LICENSE PLATES TO FOREIGN DIPLOMATS...



ARTIST AND WRITER: PAUL PETER PORGES

TURN OVER OUR FOREIGN LOAN COLLECTIONS TO A TOUGHER AGENCY...



FOR THE SINGING OF ANTHEM...

R-SPANGLED BANNER...



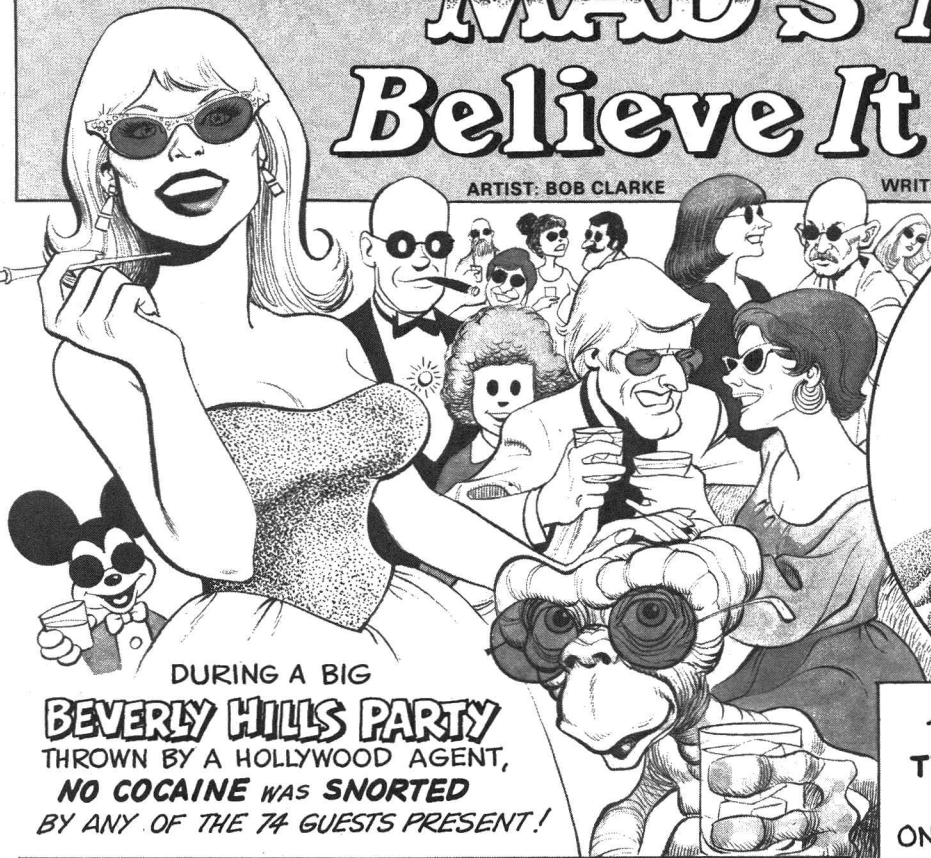
SET UP A "SHARE-A-RIDE" SYSTEM FOR GOVERNMENT LIMO USERS...



MAD'S Modern Believe It or Nuts!

ARTIST: BOB CLARKE

WRITER: FRANK JACOBS



**DURING A BIG
BEVERLY HILLS PARTY**
THROWN BY A HOLLYWOOD AGENT,
NO COCAINE WAS SNOTED
BY ANY OF THE 74 GUESTS PRESENT!



BILL COSBY

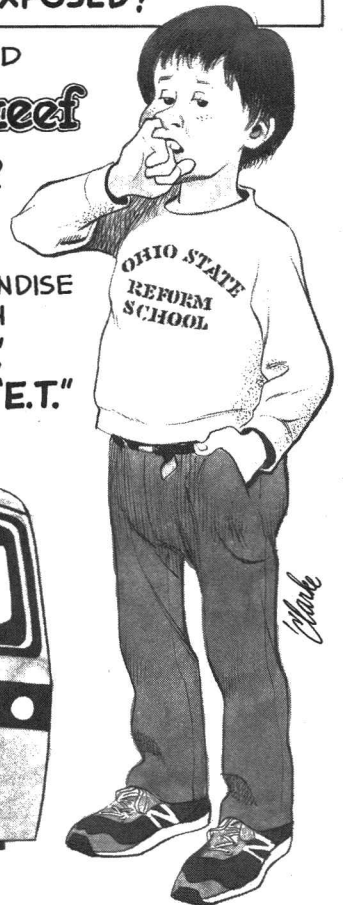
TURNED DOWN A SIX-FIGURE
**TV COMMERCIAL ENDORSEMENT
CONTRACT**
ON THE GROUNDS THAT HE WOULD BE
OVER EXPOSED!



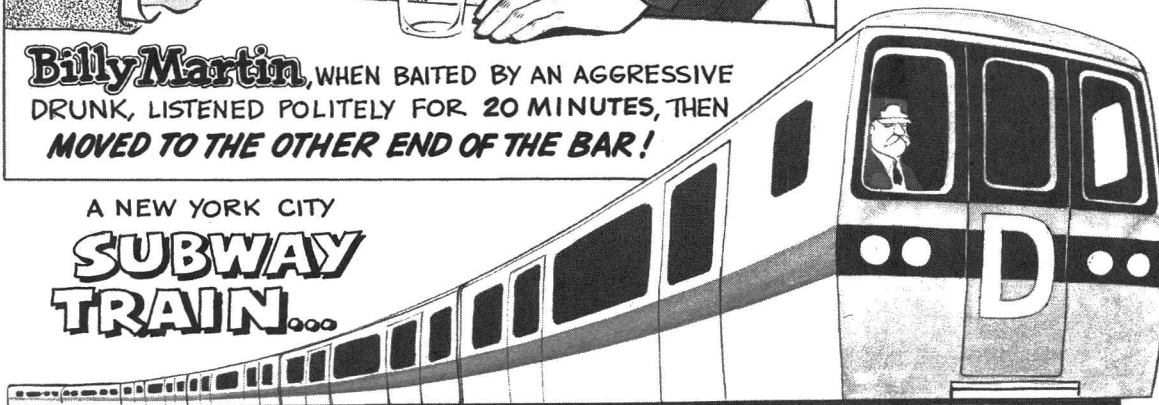
Billy Martin, WHEN BAITED BY AN AGGRESSIVE
DRUNK, LISTENED POLITELY FOR 20 MINUTES, THEN
MOVED TO THE OTHER END OF THE BAR!

TEN YEAR OLD
Irving Queef

of Lima, Ohio
HAS NO DESIRE
WHATSOEVER
TO POSSESS
ANY ITEM OF MERCHANDISE
CONNECTED WITH
**"STAR WARS,"
"STAR TREK" OR "E.T."**



A NEW YORK CITY
**SUBWAY
TRAIN...**



... UNMARKED BY ANY **GRAFITTI** AND WITH ALL DOORS WORKING AND ITS
AIR CONDITIONING OPERATING PERFECTLY MADE AN ON TIME RUN FROM THE BRONX TO BROOKLYN!

DRAINING THE TUBS DEPT.

Hi, I'm Howard Stoned, famous DJ, health nut and great lover! This is my sidekick, Bobin, whose job is to laugh at everything I say! You're probably wondering why I'm doing a gig for MAD. Well, if you saw my Pay-For-View TV Special, then you know I'm lucky to get any work at all! Anyway, as anyone who's been to the beach lately will tell you, America is faced with a serious problem. No, schmuck, I don't mean pollution! I mean fat! Rolls and rolls of disgusting fat! Many Americans are grossly overweight! In fact, a whole new industry has sprung up to help these roly-polies shed their ugly blubber. So join us as...

MAD VISITS A FAT FARM

ARTIST: PAUL COKER

WRITER: LOU SILVERSTONE

Welcome to
Max's Weight
Controllers
Lifestyle,
Fitness and
Health Spa.
I'm Dr.
Maximus
Glutious.

Doc, how
did you
get
into
this
weight
control
business?

I used to
run a
mountain
resort and
I suddenly
became very
health
conscious.

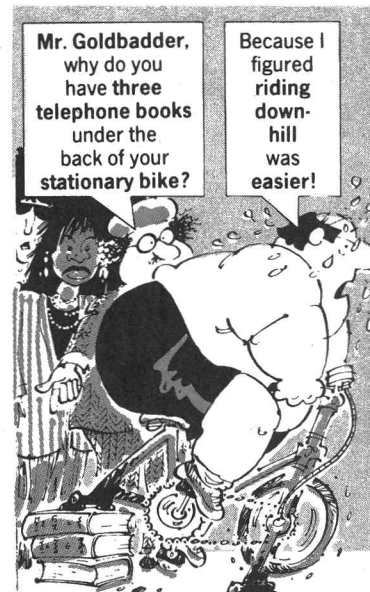
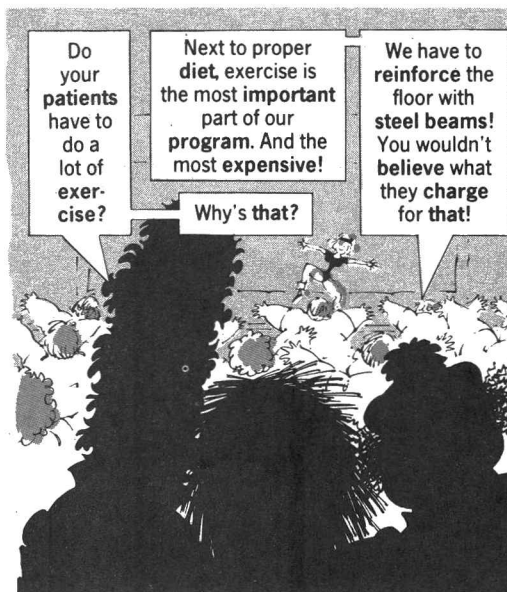
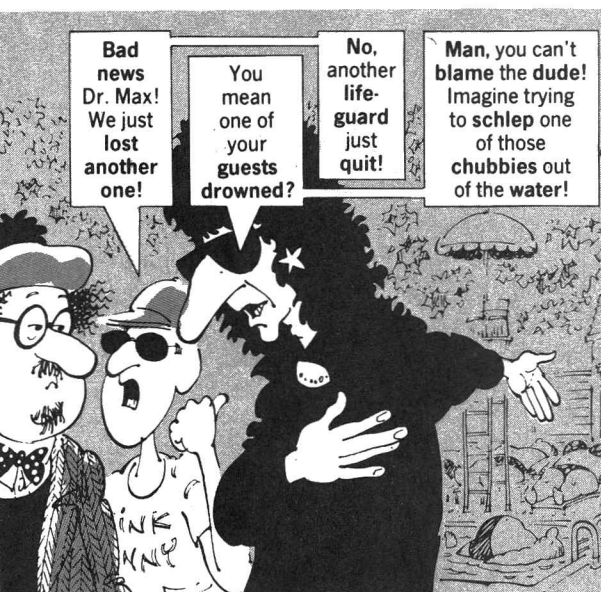
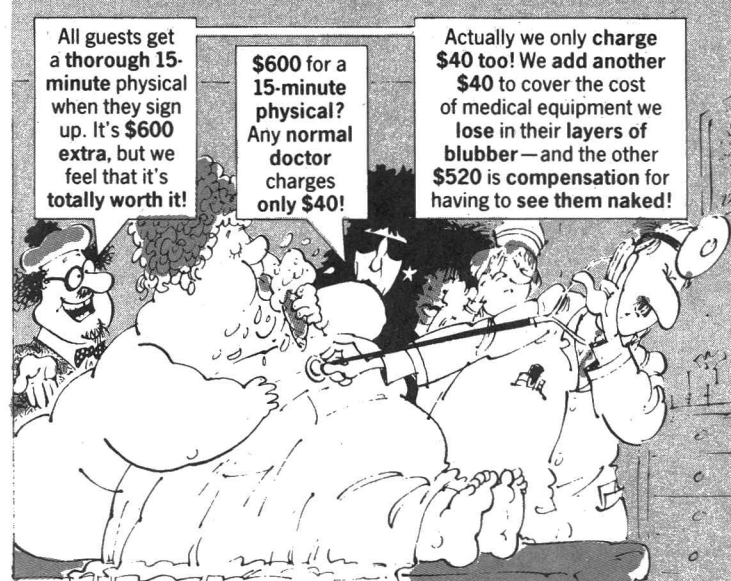
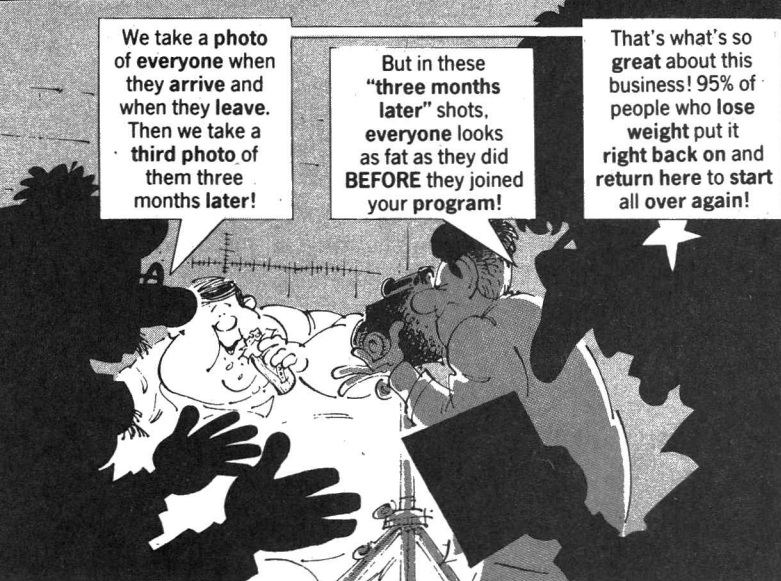
You
were
worried
about
the
health
of your
guests?

No, I was worried about the health of my
bank account! I was going broke feeding
those slobs! So, I changed the name from
"Max's Lake Kolestrol Retreat" to "Max's
Health Spa," put all my guests on a diet and
tripled the rates! I figured if it costs
so much to get fat, why shouldn't it
cost even more to get rid of it!

One thing's
for sure,
man, anyone
who comes
in here is
gonna end
up lighter
in the
wallet!

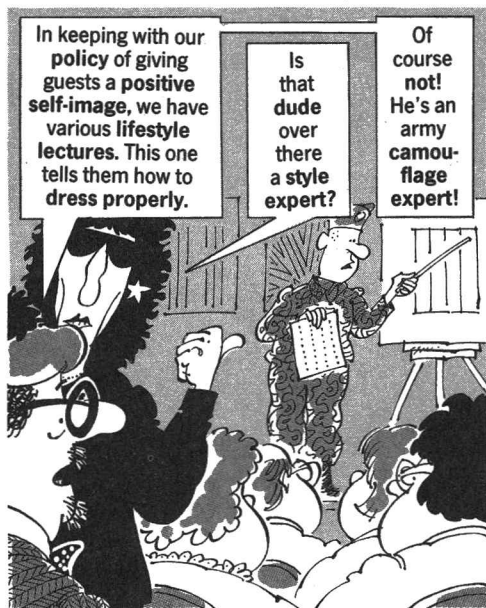
Hahahaha!
Sorry, but
like the
man said,
I gotta
laugh no
matter how
lousy his
jokes are!







This is our aerobics class. We tried using hula hoops but too many guests couldn't get them off!



In keeping with our policy of giving guests a positive self-image, we have various lifestyle lectures. This one tells them how to dress properly.

Is that dude over there a style expert?

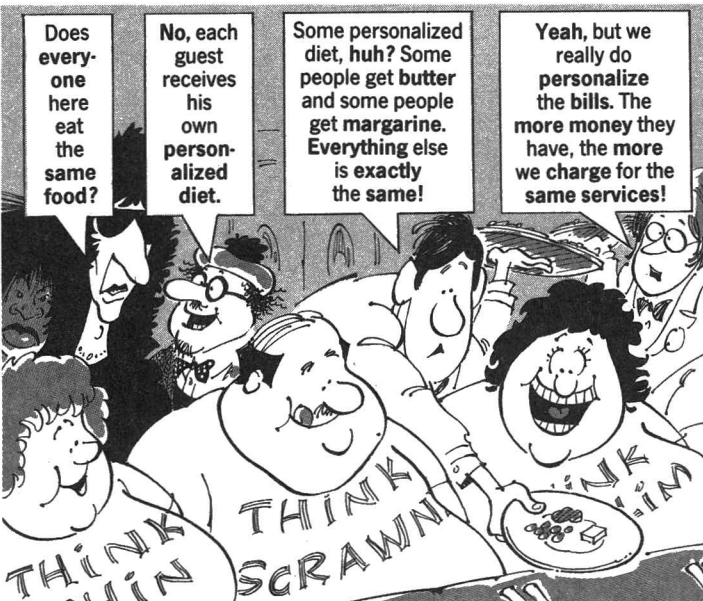
Of course not! He's an army camouflage expert!



Believe it or not, these pictures are both the same woman! This is before she met Dr. Spoonfed and this is after Dr. Spoonfed did his work!

Why that's absolutely incredible! Dr. Spoonfed must be a fantastic dietitian!

What dietitian? He's a master photo retoucher!



Does everyone here eat the same food?

No, each guest receives his own personalized diet.

Some personalized diet, huh? Some people get butter and some people get margarine. Everything else is exactly the same!

Yeah, but we really do personalize the bills. The more money they have, the more we charge for the same services!



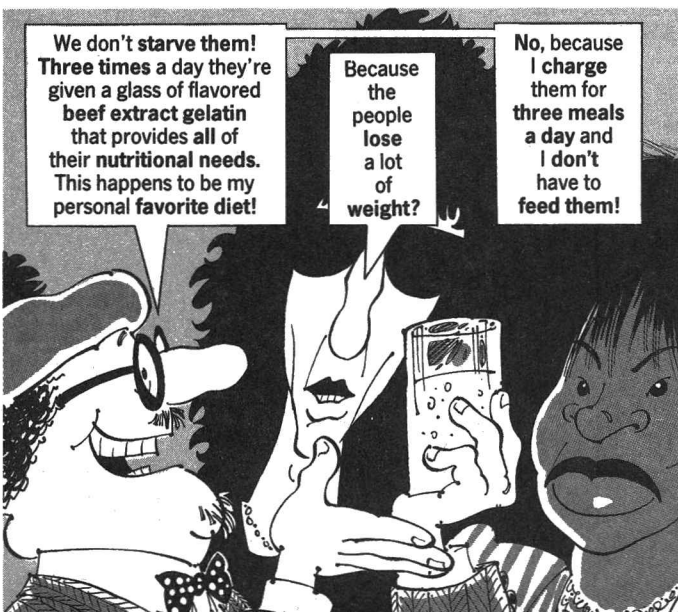
These people are on our desperation diet!

They don't! That's why they're desperate!

Shh! Don't say the word "turkey" in this place! You could start a stampede!

What do they eat?

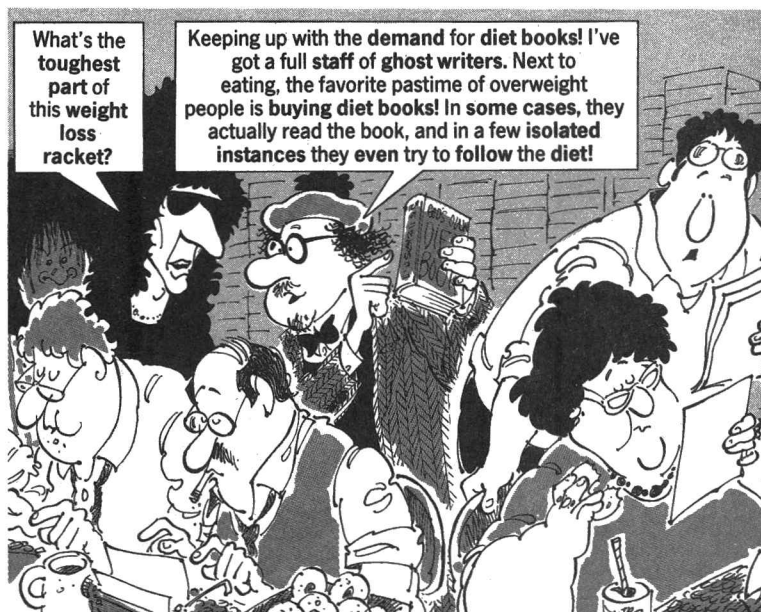
They just stop eating? They go cold turkey?



We don't starve them! Three times a day they're given a glass of flavored beef extract gelatin that provides all of their nutritional needs. This happens to be my personal favorite diet!

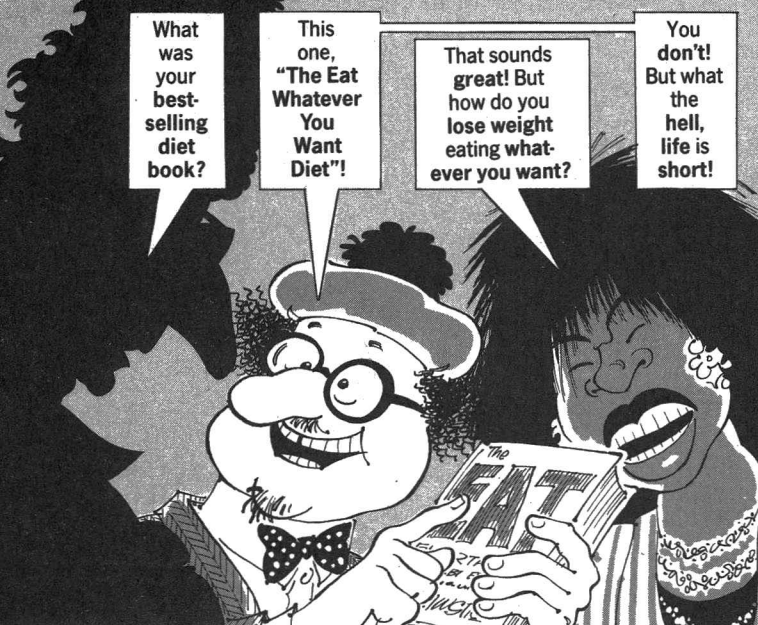
Because the people lose a lot of weight?

No, because I charge them for three meals a day and I don't have to feed them!



What's the toughest part of this weight loss racket?

Keeping up with the demand for diet books! I've got a full staff of ghost writers. Next to eating, the favorite pastime of overweight people is buying diet books! In some cases, they actually read the book, and in a few isolated instances they even try to follow the diet!



What was your best-selling diet book?

This one, "The Eat Whatever You Want Diet"!

That sounds great! But how do you lose weight eating whatever you want?

You don't! But what the hell, life is short!



We also put out our line of Weight Controllers Special Diet Food.

That doesn't look any different from the other stuff in the supermarket!

Of course it's different, Bobin! The portions are about half as big and the price is twice as high!



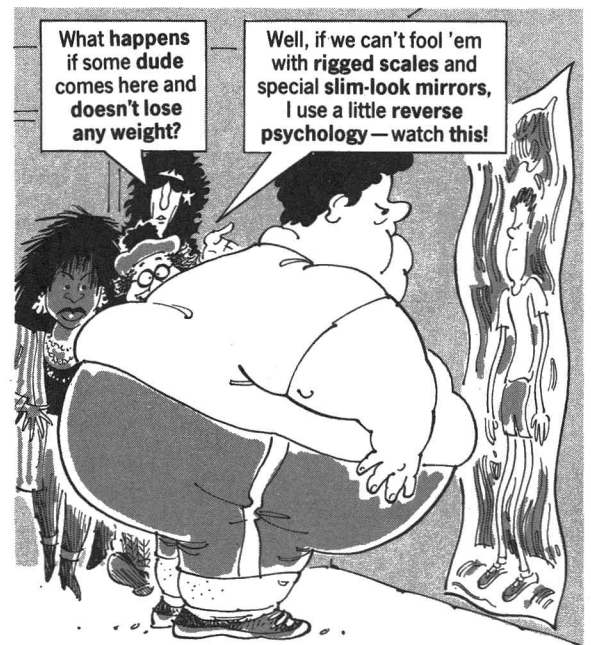
Many of our guests return every year, like Mrs. Shlumpman here.

Do you keep returning because the program makes you look and feel better?

No, I come back because I love to go to the movies!

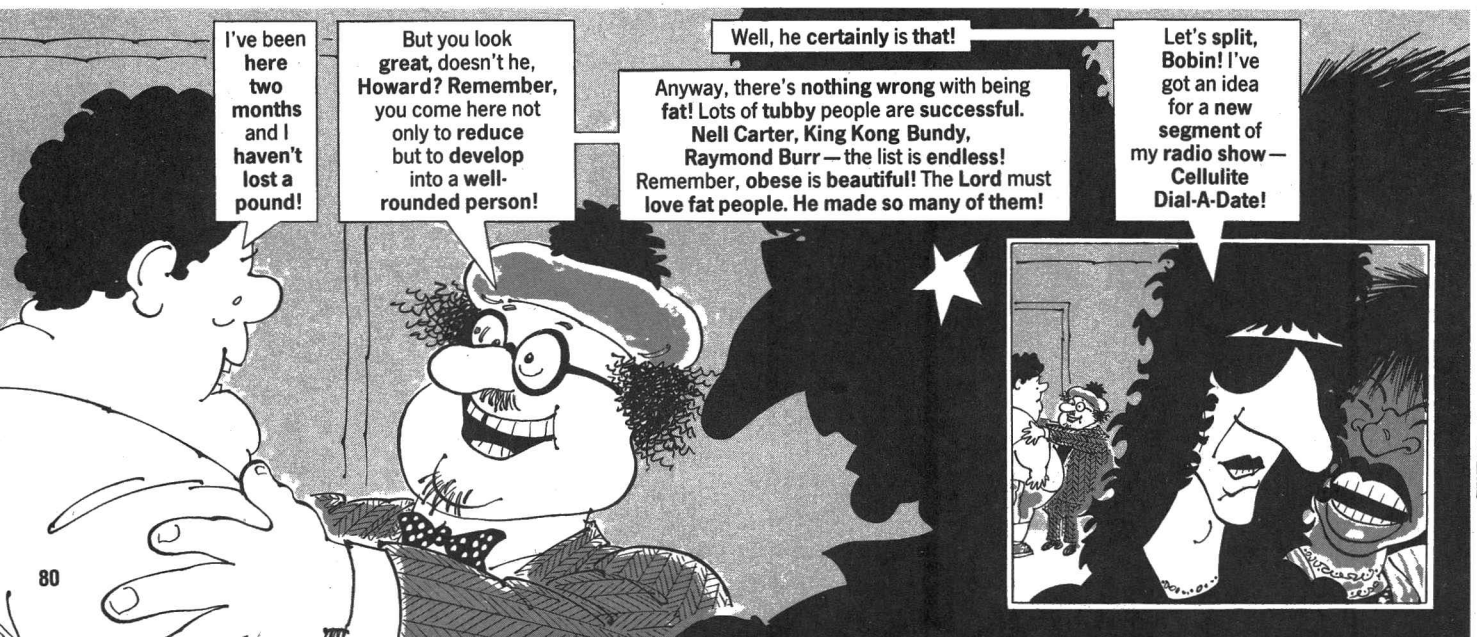
Do they have a fat film festival or what?

No it's the extra room! There are so many fat people in town that the theatre owners put in special wide seats!



What happens if some dude comes here and doesn't lose any weight?

Well, if we can't fool 'em with rigged scales and special slim-look mirrors, I use a little reverse psychology — watch this!



I've been here two months and I haven't lost a pound!

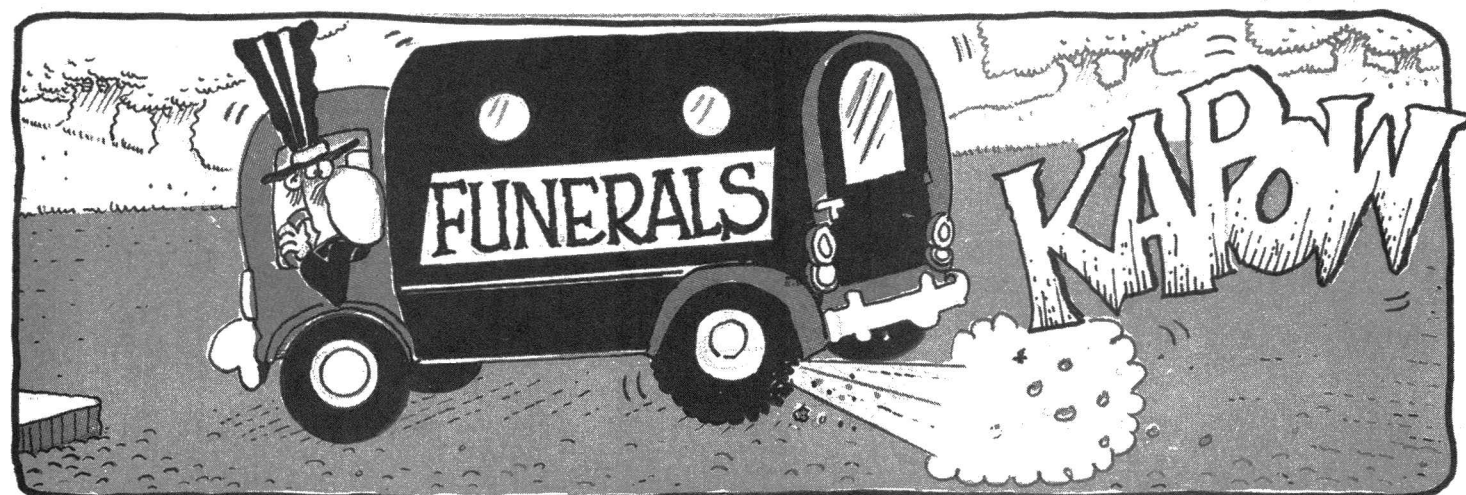
But you look great, doesn't he, Howard? Remember, you come here not only to reduce but to develop into a well-rounded person!

Well, he certainly is that!

Anyway, there's nothing wrong with being fat! Lots of tubby people are successful. Nell Carter, King Kong Bundy, Raymond Burr — the list is endless! Remember, obese is beautiful! The Lord must love fat people. He made so many of them!

Let's split, Bobin! I've got an idea for a new segment of my radio show — Cellulite Dial-A-Date!

THE UNNERVING UNDERTAKER'S UNDERTAKING



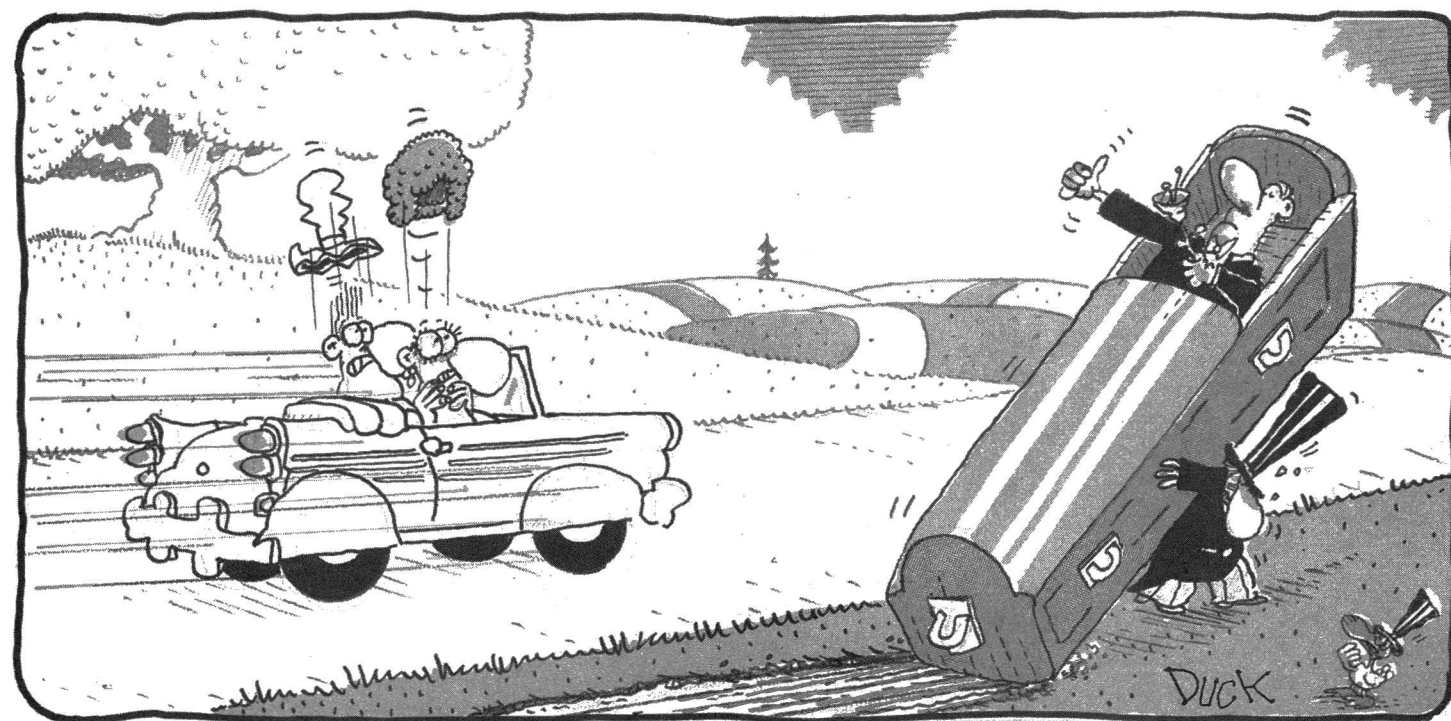
BAD NEWS, BOSS! THE VAN HAD A **BLOWOUT** AND I GOT NO SPARE TIRE!

DAMN! HOW FAR AWAY FROM THE CEMETERY ARE YOU, JENKINS?

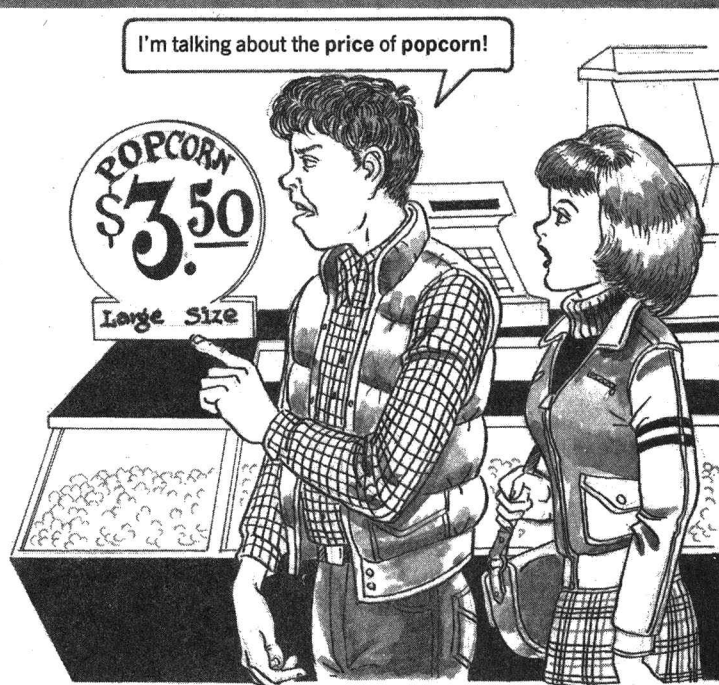
ABOUT TWO MILES!

THAT **COFFIN** HAS TO BE THERE BY **THREE!** **HITCH A RIDE** OR SOMETHING, BUT **GET IT THERE,** UNDERSTAND?

ARTIST AND WRITER: DUCK EDWING



GOING TO THE MOVIES



BERG'S-EYE VIEW DEPT.

THE LIGHTS

STAYING IN SHAPE

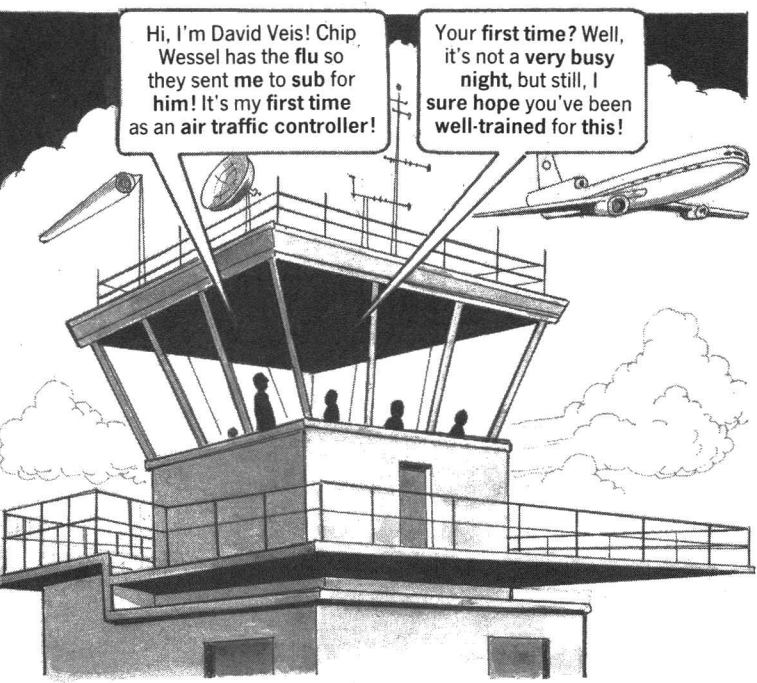


PREPAREDNESS

Hi, I'm David Veis! Chip Wessel has the flu so they sent me to sub for him! It's my first time as an air traffic controller!

Your first time? Well, it's not a **very busy night**, but still, I sure hope you've been well-trained for this!

I sure have! I took a crash course!



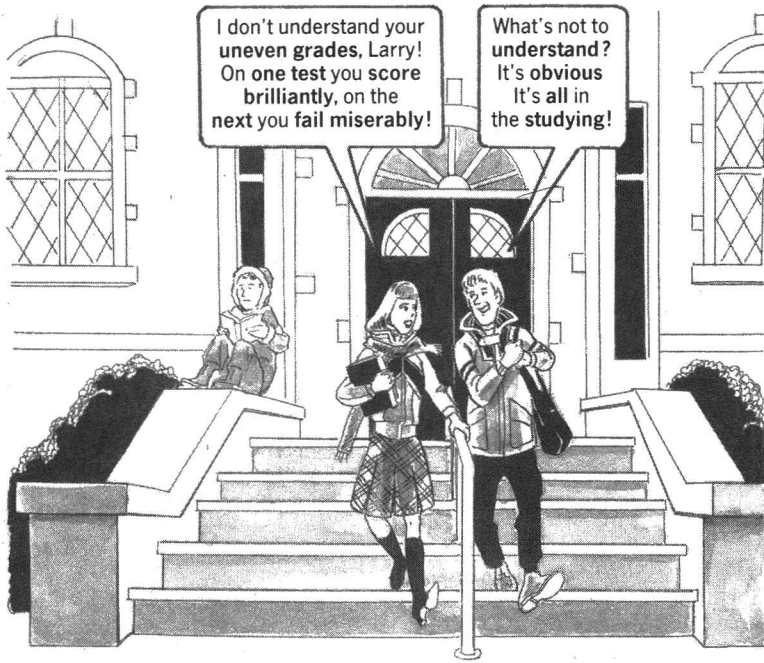
R SIDE OF...

ARTIST & WRITER:
DAVE BERG

SCHOOL

I don't understand your uneven grades, Larry! On one test you score brilliantly, on the next you fail miserably!

What's not to understand? It's obvious It's all in the studying!



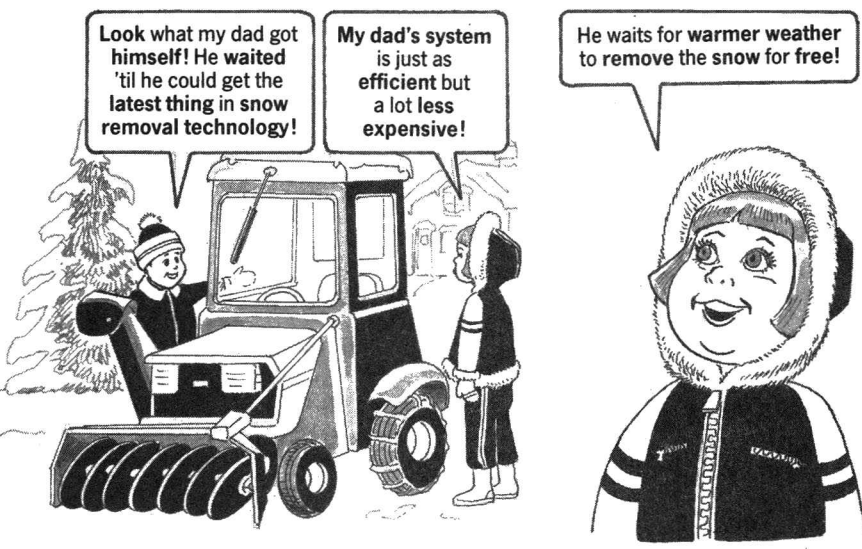
If the guy sitting next to me did what he was supposed to and studied hard, I get good grades!



CHARM



SCIENCE



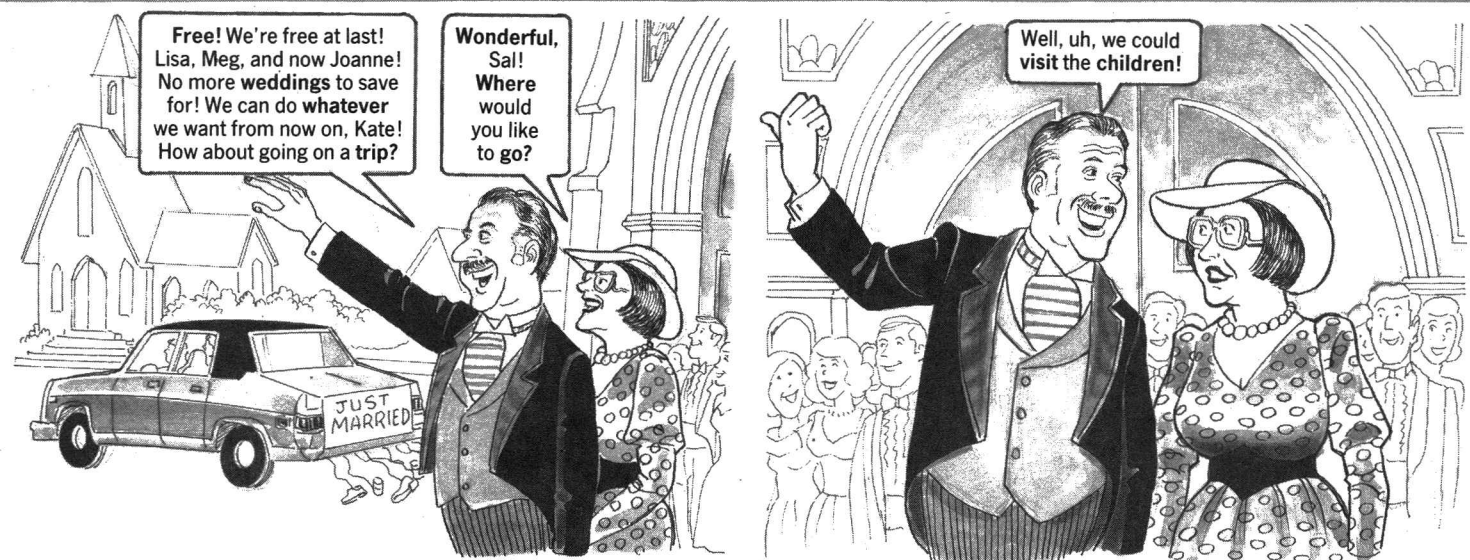
ADVICE



NATURAL TALENT



LEAVING THE NEST



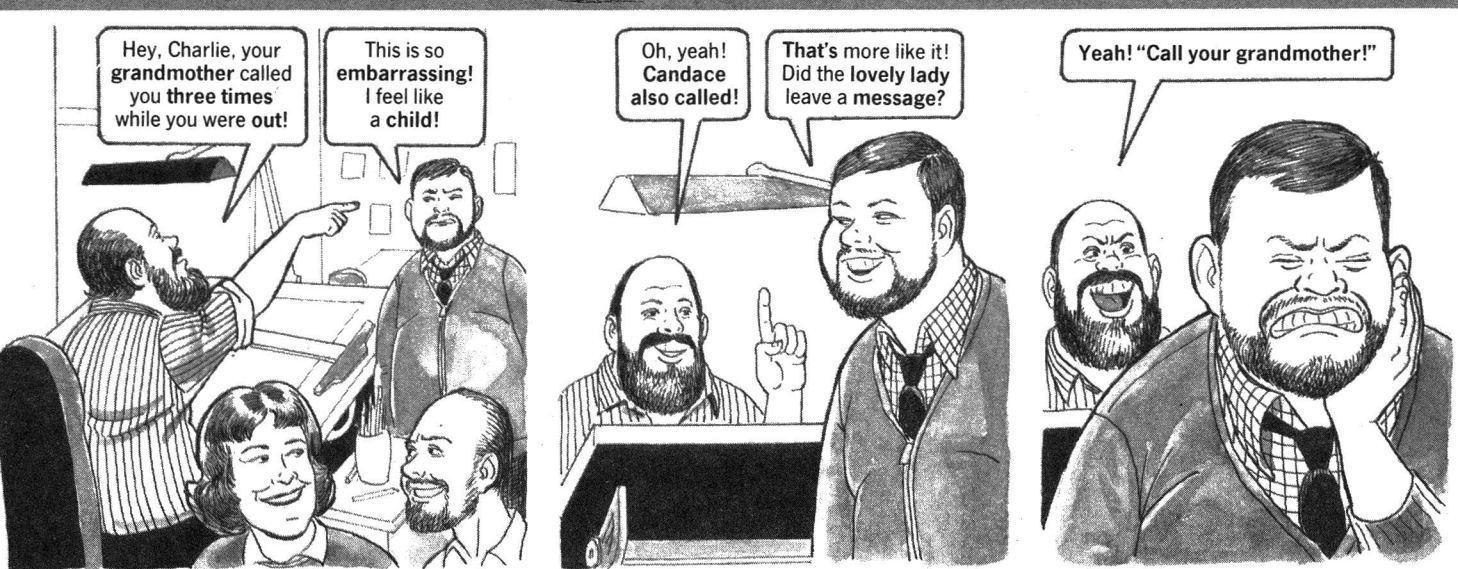
RELATIONSHIPS



HOUSEKEEPING



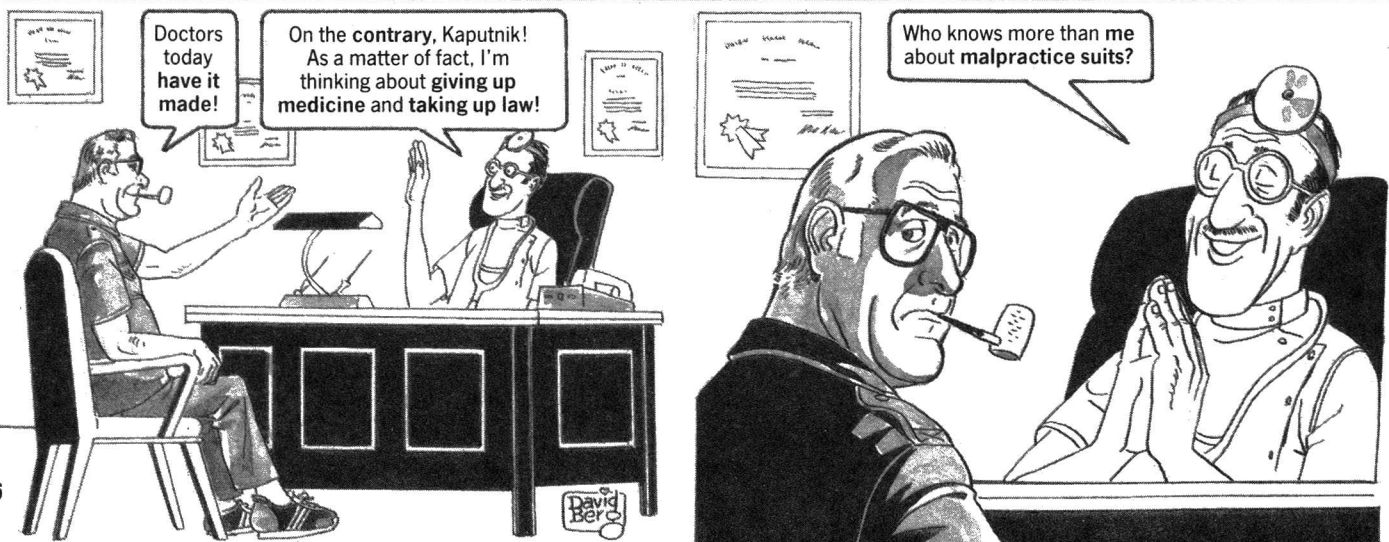
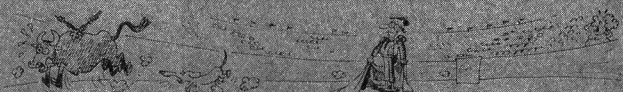
COMMUNICATION

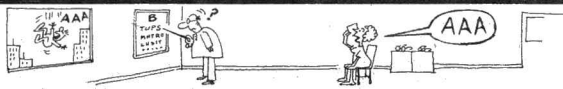
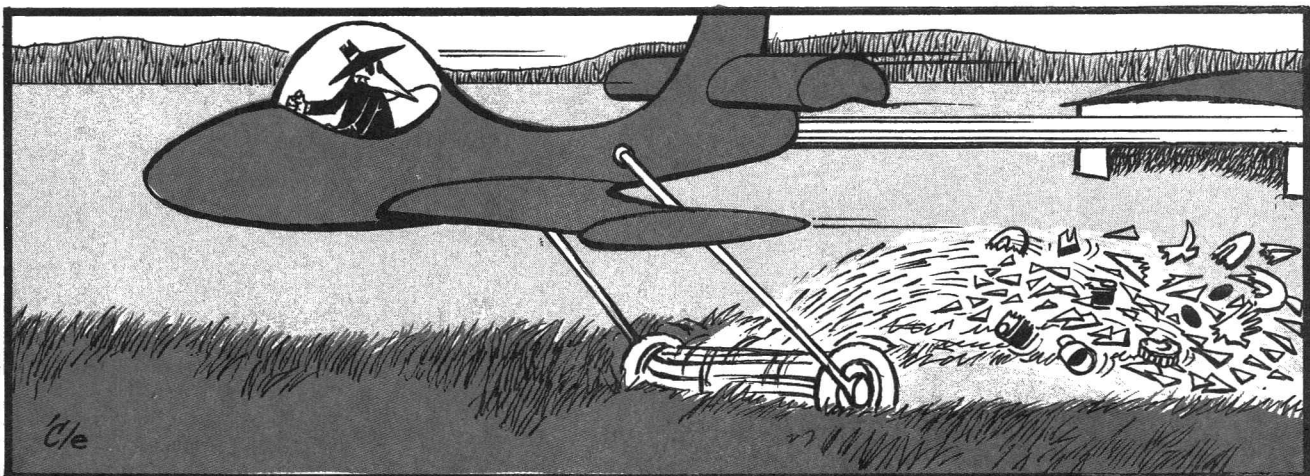
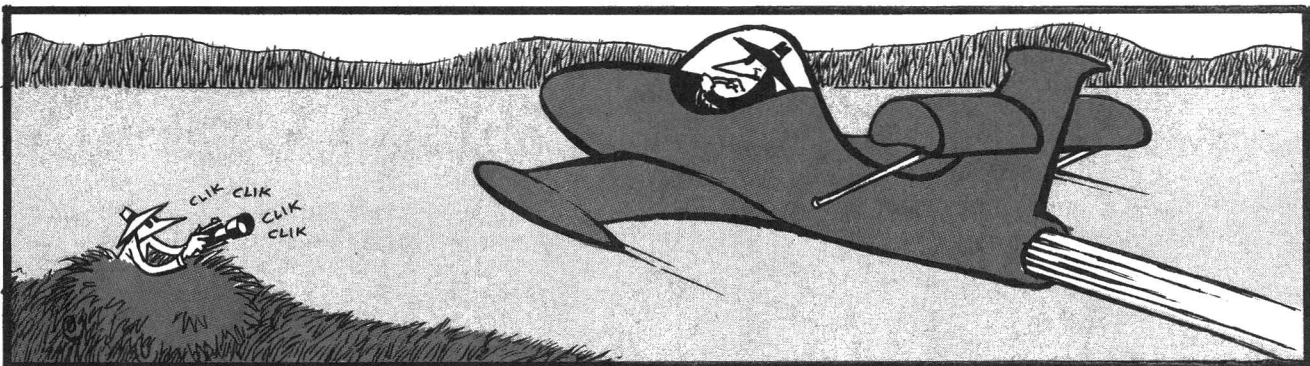
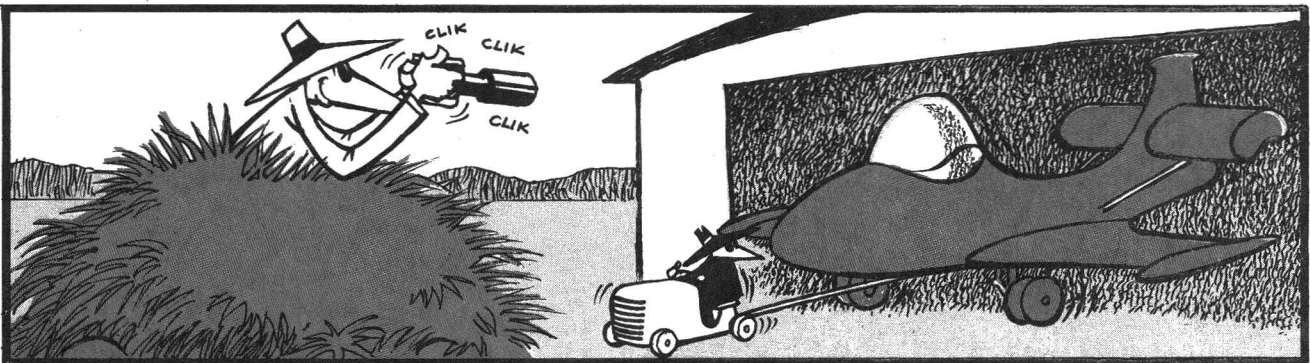
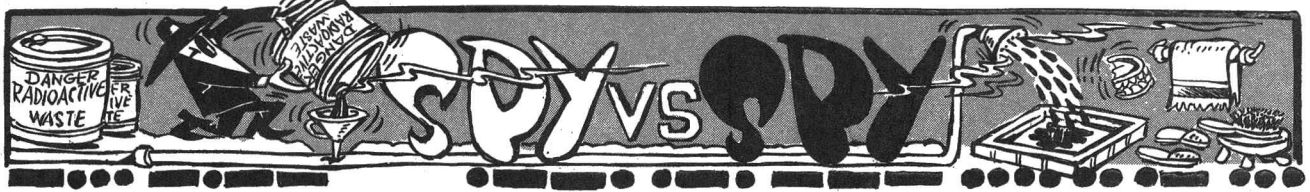


RELATIVES



DOCTORS





Today, thousands of health-conscious people are not only jogging, but submitting their bodies to all kinds of pun-

ishment in Health Clubs across the country equipped with Nautilus exercise machines. Now, as we see it, the real

SPECIALIZED NAU FOR PRACTICAL EVE

ARTIST: AL JAFFEE

A Neck-Stretching Machine

To develop your neck muscles, thereby enabling you to extend your head great distances in different directions...



...for cheating on school exams, aptitude tests, etc.



A Shoulder-Building Machine

To strengthen shoulder muscles so that you will be able to carry enormous weights over long periods of time...



...for all you music lovers who get your kicks out of forcing your preference in music on helpless passersby.



problem with Nautilus machines is that outside of making you look like a poor man's Arnold Schwarzenegger, they've

got very little practical value. Which is why we'd like to offer any interested entrepreneur our suggestions for

TILUS MACHINES RYDAY ACTIVITIES

WRITER: LARRY SIEGEL

A Wrist-Conditioning Machine

To recondition and strengthen your weak, stiff wrists so they will be able to function with hair-trigger speed...

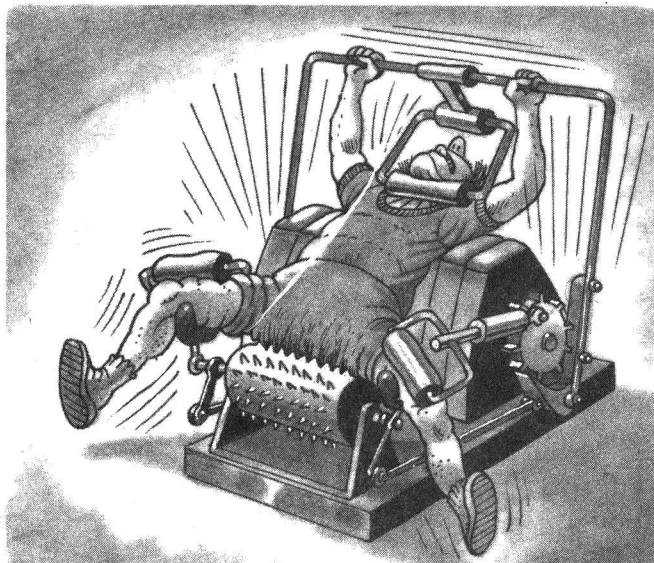


...in order to hang up a phone quickly when you run into one of those witless, moronic answering machine messages.



A Back-Strengthening Machine

To harden your neck, buttocks and thigh muscles...



...so you'll survive being dragged away from demonstrations.



A Contortion-Training Machine

To make your body supple and loose in order to enable it to twist into positions it has never been in before...



...for making out in a BMW with a 5-speed stick shift.



A Steel Punching Bag

To develop tremendous strength in hands and knuckles...



...for punching out those broken pay telephones and video games and cigarette machines that never return your money.



An Over-All Body-Building Machine

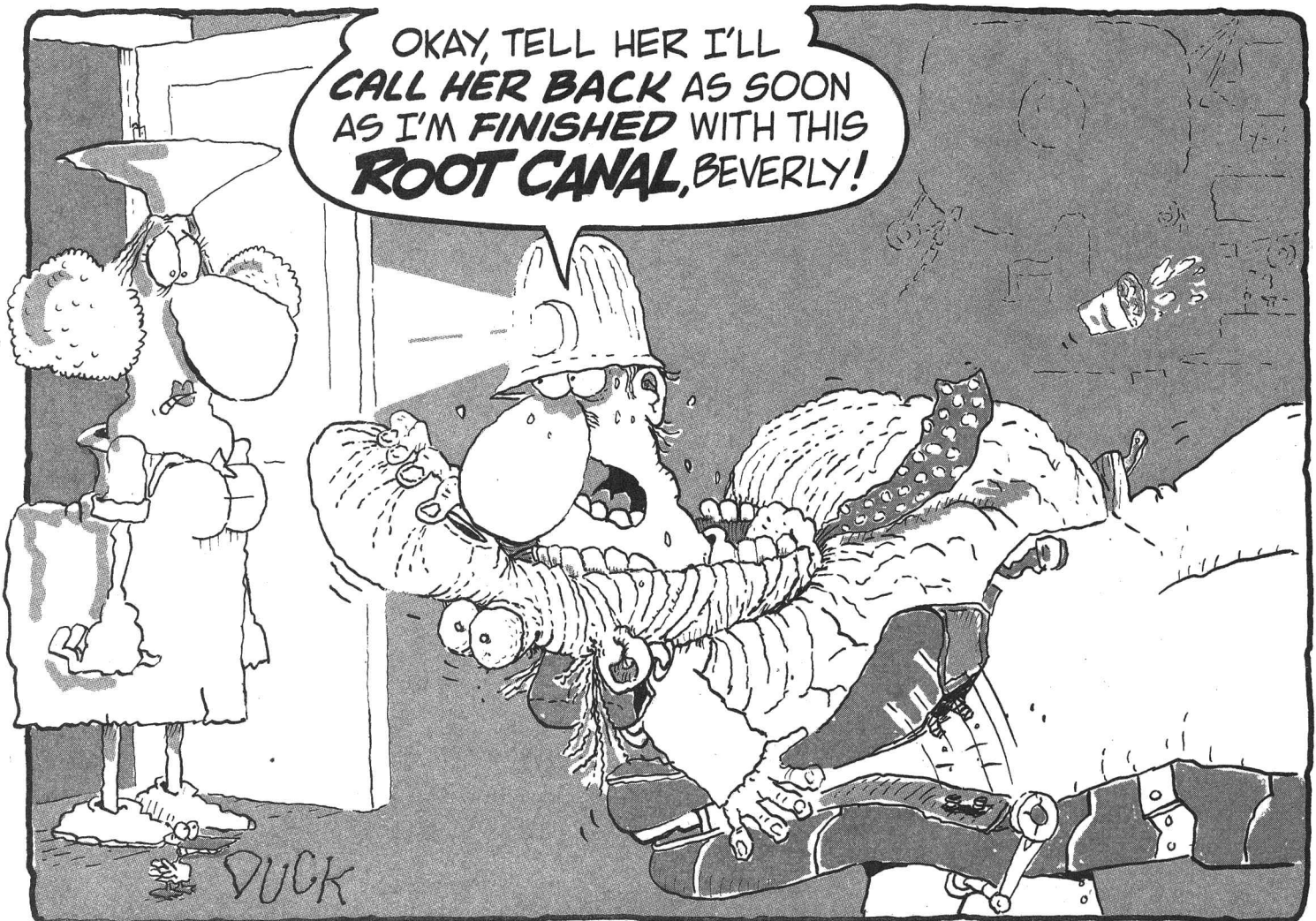
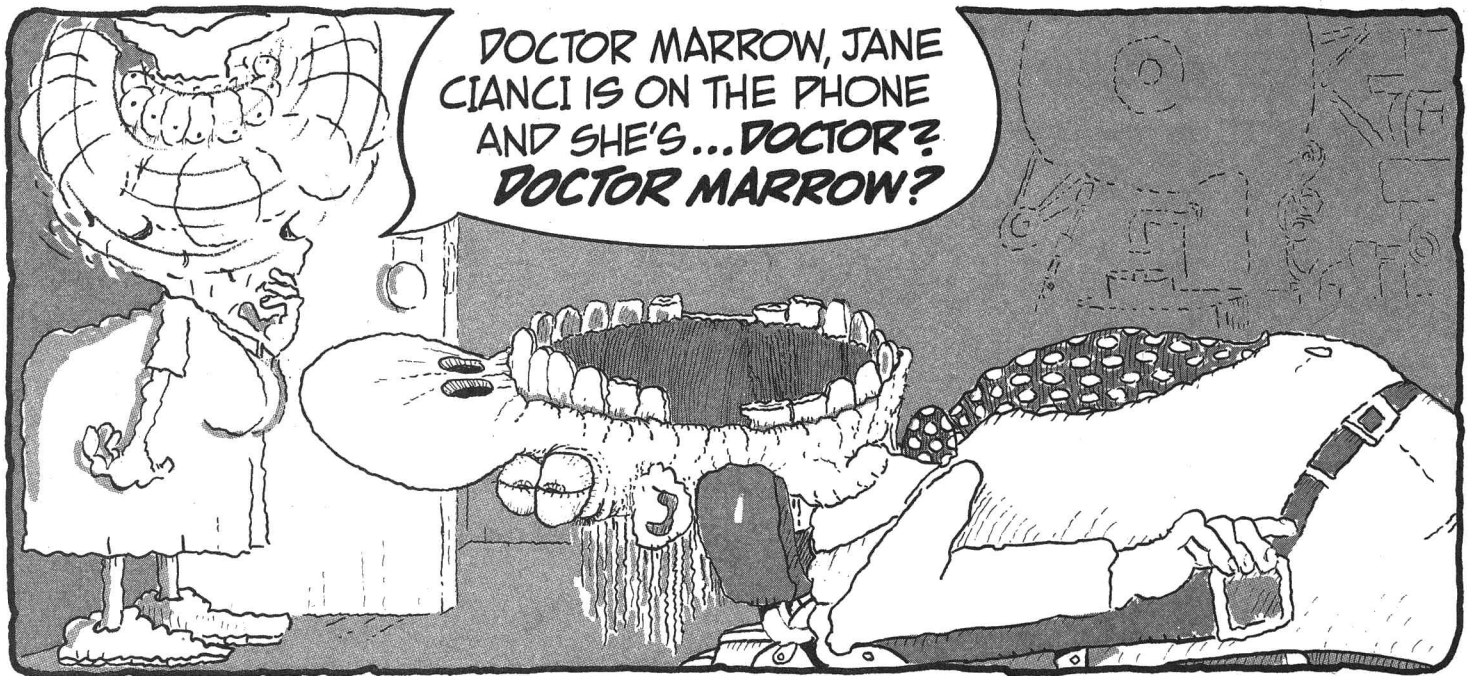
To build up your entire body for the vital "Decathlon of Life"...



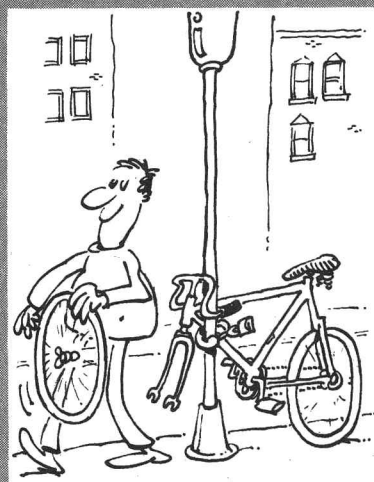
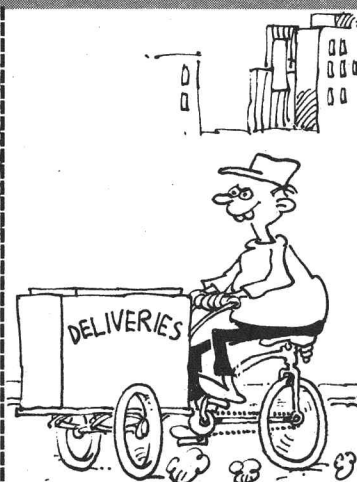
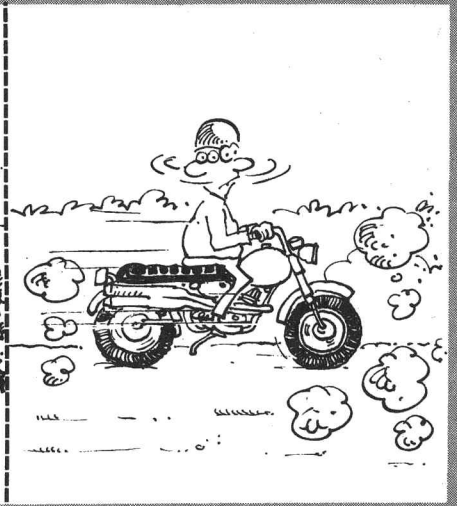
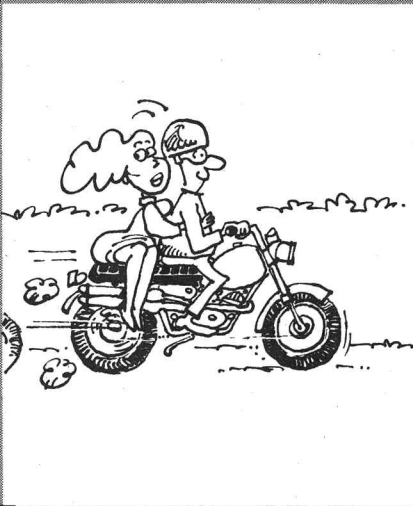
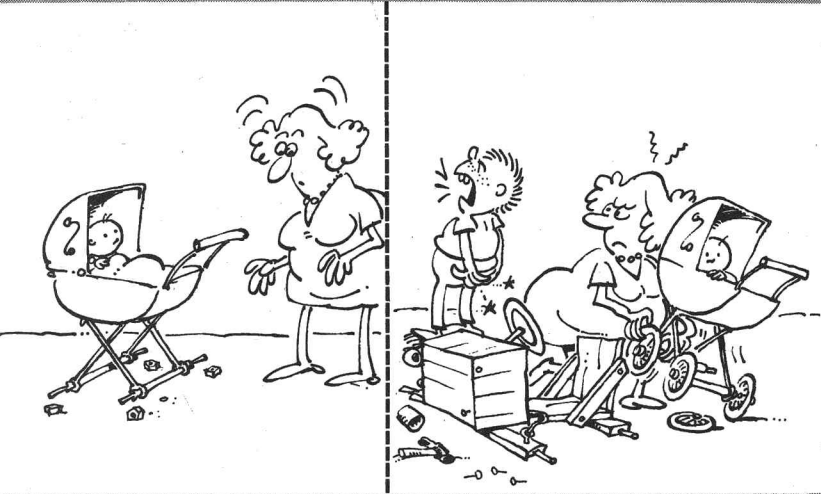
...in order to run fast enough to escape nuclear plant leakages, to leap high enough to clear toxic waste dumps, to swim strongly enough to out-distance oil slicks and 7 other catastrophic events too horrible and disgusting to mention.



THE DREADED DENTAL DEBACLE

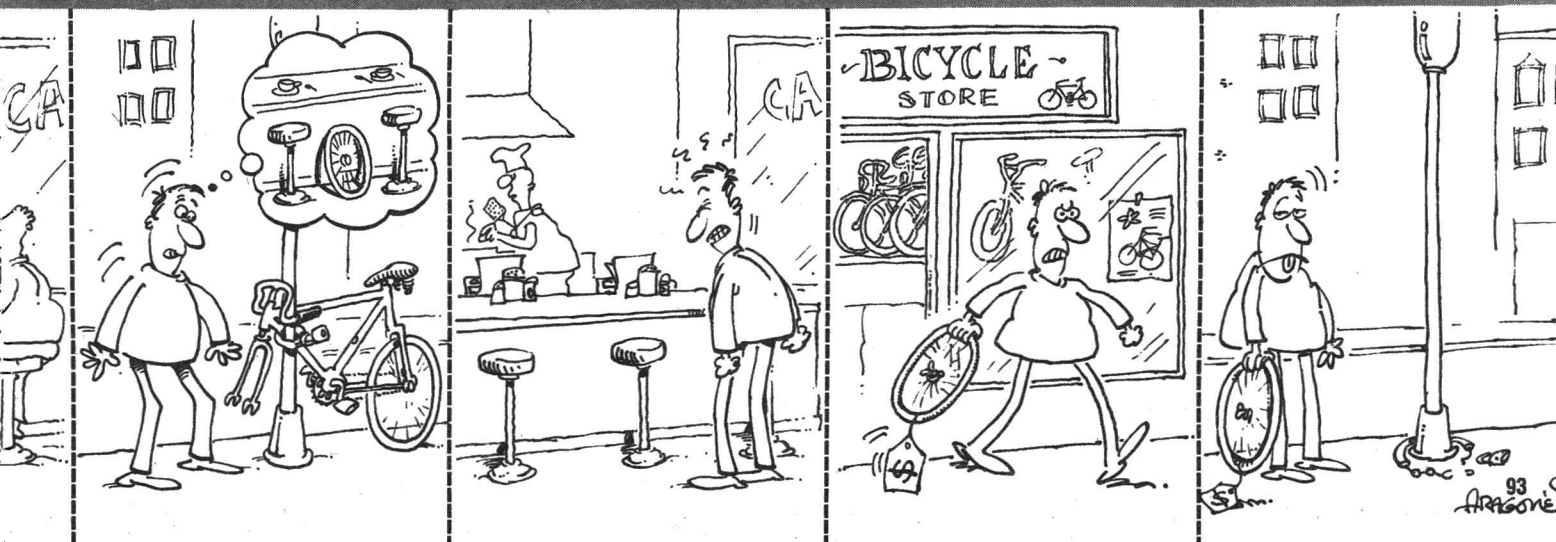
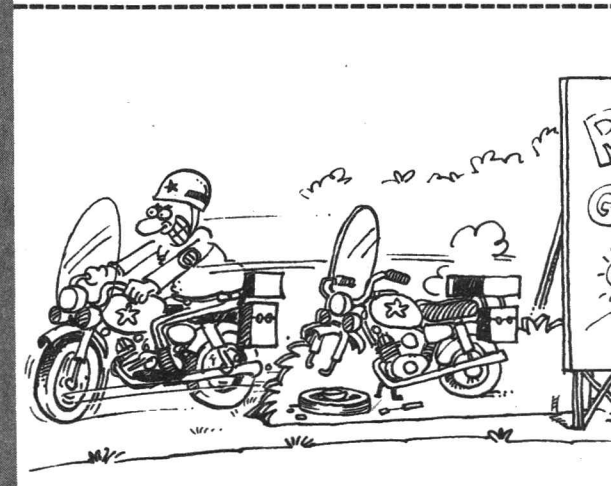
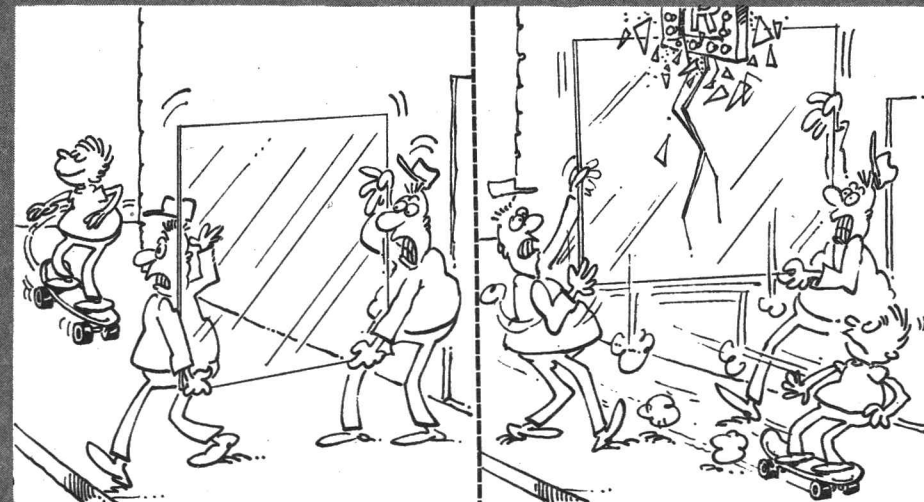
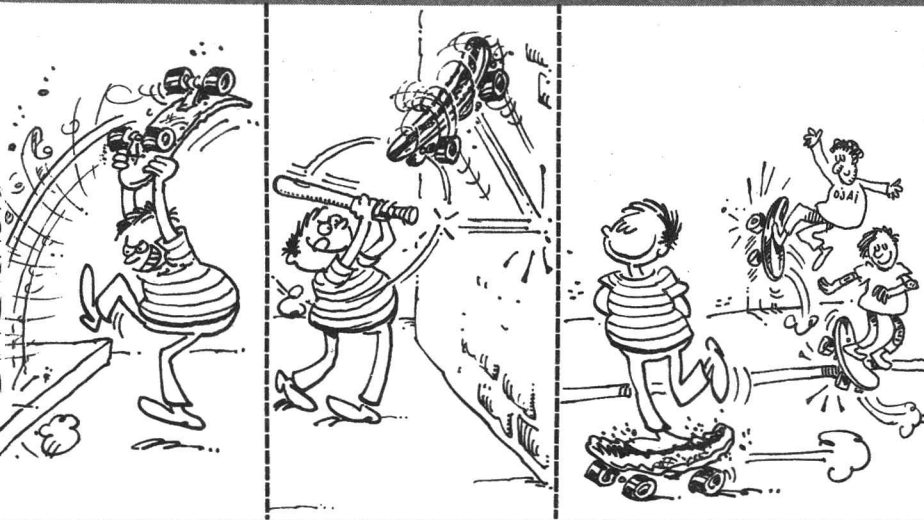
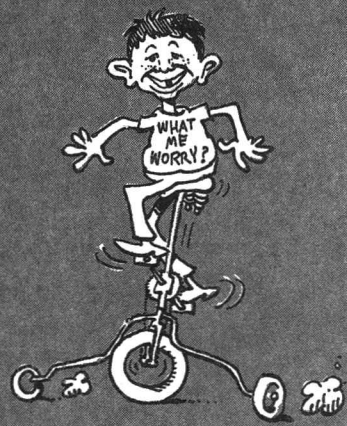


A MAD LOOK AT



SMALL WHEELS

ARTIST AND WRITER: SERGIO ARAGONES



THE MAD D.

CHAPTER ONE

See the DJ work!
 Work! Work! Work!
 First he gives the news!
 Then he does a commercial!
 After that the weather report!
 Then he does another commercial!
 Next he gives the sports update!
 Followed by a station break and the correct time!
 Question: Why is he called "disc jockey" when he hasn't
 played a disc in the past 47 minutes?



CHAPTER THREE



Hear the studio technicians laughing!
 Har! Har! Har!
 They laugh at everything the DJ says!
 "It's raining outside—lovely weather for ducks!"
 Har! Har! Har!
 Do they really think the DJ is funny and amusing?
 Let's rephrase the question—Do they want to keep their jobs?
 Har! Har! Har!

CHAPTER FIVE

Hear the DJ speckle his banter with interesting information!
 Like how the gang at Via Veneto Ristorante on West 54th Street
 listen in every day!
 And how Irma at A-1 Dry Cleaners on East 23rd Street wears the
 station's sweat shirt!
 And how Vinnie, the expert mechanic at Sassone Auto Repair,
 personally requested this next great golden oldie!
 What a nice guy the DJ is for passing out this valuable
 information!
 Ever wonder where the DJ eats, has his clothes laundered,
 and his car fixed—for free?



J. PRIMER

ARTIST:
JACK DAVIS

WRITER:
LOU SILVERSTONE

CHAPTER TWO

This DJ is playing Beethoven!

Third! Fifth! Ninth!

Followed by Vivaldi, Mozart, Copland, Ravel,

Mussorgsky, Respighi, Mendelssohn!

Bach! Bach! Bach!

You'll hear no ads for jeans, sneakers, or acne creams!

Is this because of the DJ's respect for the serious composers?

Don't be a shmendrick! This is because of the sponsor's

respect for the ratings which tell them that teens
with big bucks don't listen to this square station!

Beethoven was no Mick Jagger!



CHAPTER FOUR

See the DJ is interviewing his guest!

He plays his guest's recordings!

He tells his guest how great he is!

At the show's end, he invites his guest to come back anytime!

Does he really like the guest that much?

Does he really think the guest is as wonderful as
he said all show?

Don't be a shmendrick! The DJ likes anyone who'll
do his show free!



CHAPTER SIX

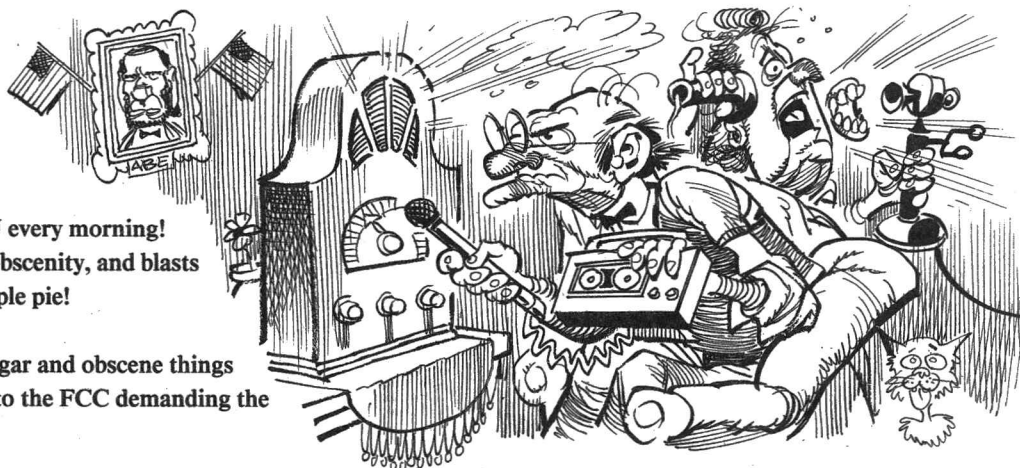
See the angry man and lady!

They listen to this "zany" DJ every morning!

They listen to his vulgarity, obscenity, and blasts
at the flag, mom, and apple pie!

Why do they listen to him?

So they can record all the vulgar and obscene things
he says—and then write to the FCC demanding the
DJ be taken off the air!



Dear Elron,

You're always daring us, the readers, but now I've got a dare for you. I triple dare you to draw President Bill Clinton on your bare butt and show us!

Stephan Nicolleau
Baldwin, NY

Do you really think that I would desecrate my delicious derriere with a despicable depiction of our portly president? You butt I would! There's not a dastardly dare I wouldn't deign to do, so sample one of my stellar stunts below if you have the stomach...



I hope I somehow satisfied Stephan's twisted needs, although he might be better served by several sessions with a sensitive psychologist. Unfortunately, it's not always so easy to fulfill our fiendish fans. This next ghastly ghoul didn't get the carnage that he craved so he scrawled this screwy scroll...

DEAR ELRON,

THE "SPY VS. SPY" IN YOUR "SUPER HEROES SUPER SPECIAL" REALLY SUCKED. **SUCKED! SUCKED! SUCKED!** ESPECIALLY FOR YOU GUYS! YOU'RE **MAD?** WHEN I PICK UP A **MAD** MAGAZINE I EXPECT EYEBALLS, TEETH, BRAINS, HANDS, FEET! I WANT TO SEE SPLATTER! BUT IN THIS ISSUE I DIDN'T EVEN SEE A CLOUD OF SMOKE! YOU KNOW WHAT I SAW? NOTHING! ALL I SAW WAS THE PLAIN OLD WHITE SPY! I HOPE TO SEE SOME IMPROVEMENTS! BIG IMPROVEMENTS... OR IF YOU HAVE AN EXPLANATION FOR THAT WRITE BACK IF YOU HAVE THE GUTS TOO!

VINNIE SANTILLI
AURORA, IL

How very visceral, Vinnie. But if you really want a magazine to supply you with disgusting and repulsive images of dripping entrails, mutilated carcasses and caked hair, might I suggest you keep an eyeball out for *Martha Stewart Living*. Perhaps then you'll be profoundly pleased, unlike this next person who continues to pester us with her postal prose as she did on the letters page of issue #319. Once again we are graced with her Rock 'n' Roll rigmarole...

Dear Elron.

In the Super Special titled "MAD Unplugged," it seems as though you've confused Led Zeppelin with the Rolling Stones. Was this intentional? Or perhaps this has some connection with the notion of Linda Ronstadt being a "rock star" also mentioned on the same page.

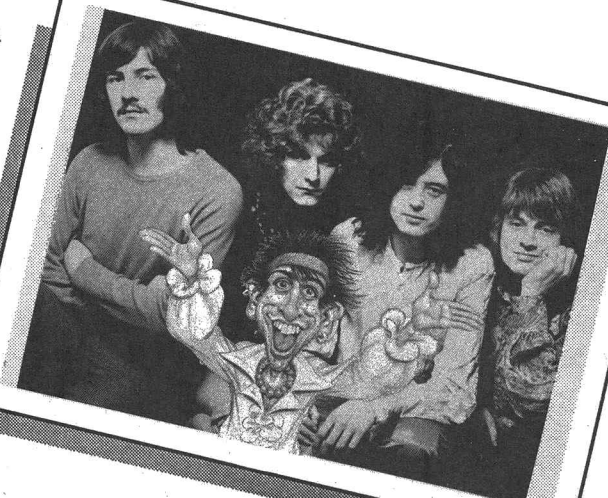
Heather J. Sherman
State University of New York
Buffalo, NY

Heather, it seems that being in Buffalo has numbed your noggin, for you are apparently naive of the fact that I, Elron, was one of the founding members of Led Zeppelin, as I am plainly pictured below with my musical cohorts, Robert, Jimmy, John Paul and John. Might I suggest that you and all our finicky fans do some fact-checking before writing to me at...

Elron
MAD Super Specials
485 MADison Avenue
New York, NY 10022

And be extra-cautious
when faxing me at:
(212) 752-6872!

Babe, I'm
gonna
leave you!
Ah-ha-ha-ha-ha!



WHAT IS
THE MOST
SICKENING
TREND IN
MOVIES
TODAY?

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

Just when you think the movie industry has shown every revolting possibility on the screen, the diabolical fiends seem to come up with a new outrage! To find out what their latest bit of vile work is, simply fold in page as shown in diagram on right.



FOLD PAGE OVER LIKE THIS!

A ►

FOLD THIS SECTION OVER LEFT

◀ B

FOLD BACK SO "A" MEETS "B"



COMPLAINTS ARE MOUNTING AGAINST FILMMAKERS WHO SHOW MERCILESS VILLAINS, VULGAR SEX, AND SICK TWISTED MORALS IN THEIR FILMS. NEW LAWS MAY SOON PUT THEM IN ROUGH WATERS.

A ►

◀ B

A MAD FISH STORY

LONG ISLAND **CLAM** HOUSE



WRITER: LOU SILVERSTONE

ARTIST: RICHARD WILLIAMS

**WHAT IS
THE MOST
SICKENING
TREND IN
MOVIES
TODAY?**



FOLD PAGE OVER LIKE THIS!

A ▶▶ B

FOLD BACK SO "A" MEETS "B"



**COMMER-
CIALS
IN THEATERS.
A ▶▶ B**